



## Auburn Opelika Running & Track Association

Dear Friend,

The 27<sup>th</sup> Annual Love Your Heart Run/ Crank Your Heart Ride race is scheduled for February 25<sup>th</sup>, 2017. Once again, the race will benefit the **Exceptional Outreach Organization**. The EOO is non-profit organization founded by a group of parents in Lee County to provide programs for exceptional individuals with special needs by fostering growth through recreation, education and social activities. Some of the programs they provide and/or support include the Special Olympics of Lee County, Therapeutic Summer Camp, and Best Buddies of Auburn University. Auburn Opelika Running and Track Association (AORTA) is pleased to be able to support this foundation by donating 100% of the race proceeds to their tremendous cause. While we are exceedingly encouraged that the Love Your Heart Run/Crank Your Heart Ride participation has grown to over 300 participants, this event relies upon the generosity of local businesses and individuals. Please consider making a donation or being a sponsor. The following levels of sponsorship are offered:

|                |   |
|----------------|---|
| \$1,500 and up | Presenting Sponsor: exclusive sizing and placement of logo on tee shirt; ten entries with shirts, exclusive presentation of logo on a banner in the finish area |
| \$750          | Logo {premiere sizing and placement} on tee shirt; six entries with shirts; signage at registration tables  |
| \$500          | Logo {prominent sizing} on tee shirt; four entries with shirts  |
| \$200          | Logo on tee shirt; two entries with shirts  |
| \$100          | Logo presented on a banner in finish area   |

Any contribution you make, whether monetary or in kind, is truly appreciated. Please make checks payable to **AORTA** and include the corresponding registration forms. The logo may be emailed to me at [loveyourheartauburn@gmail.com](mailto:loveyourheartauburn@gmail.com). Should you choose the sponsor level that includes logo placement on the race shirt, please email me the artwork by February 1<sup>st</sup>, 2017.

Many thanks for your time and I look forward to hearing from you!

Kind Regards,

Mike Brown

Auburn-Opelika Running and Track Association | [www.auburnrunning.org](http://www.auburnrunning.org)  
(334) 497.1043 | [loveyourheartauburn@gmail.com](mailto:loveyourheartauburn@gmail.com)