

Dear esteemed community business leader,

I'm very excited to announce that on May 4, 2014, the George H. Potter School PTO is embarking on its first 5K road race. The purpose of the Potter Elementary School 5K Road Race is to raise funds for the purchase of additional SMART Boards and other technical advances for the classrooms in the school.

Potter School has the unique distinction of achieving some the highest scores in Science in the State of Massachusetts MCAS test. An honor achieved no doubt, to the dedication of the staff to adopt technology. In today's frugal school budget environment, there is little room for technology improvements. As such, the PTO has stepped in to insure our children have the opportunity to embrace technology.

We are asking our community business leaders to assist the Potter PTO in this endeavor in the form of event sponsorship. Every dollar raised through this event will go to supporting technology at the Potter School in Dartmouth. This includes purchasing smart boards for all classes at Potter, as only about half of the classrooms have them now.

There are several "levels" of giving available:

Platinum (\$2500)- This is the lead sponsorship for the event. The business logo will be prominently displayed on the front of the shirt that represents the run, as well as on the website (potter5k.weebly.com) and event brochure for every runner and interested spectator to see. There will be the opportunity to prominently display your banner at the start and end of the race. As well as providing recognition in the "goodie" bag given to every runner in the event.

Gold (\$500)- This sponsor will have their logo prominently displayed on the back of the T-shirt as well as on the website. The business can also have materials in the "goodie" bag and a small banner representing your business will be at the water station at the race.

Silver (\$250)- This sponsor will have their logo displayed on the back of the T-shirt (middle) and on the website. The business can also have materials in the "goodie" bag.

Bronze (\$100)- This sponsor will have their logo displayed on the back of the T-shirt (bottom 1/3rd).

Family and community contribution (\$25)- We are reserving the bottom of the T-shirt for families and friends of Potter School where they can provide a 20 character message.

We do have the opportunity for "in kind" sponsorships, as well.

We hope you will consider donating to this very worthy cause. The families of the Potter School community thank you for your participation.

Sincerely,

Sarah B. Lamothe

Community Public Relations Chair Potter PTO