



# PRINCETON ATHLETIC CLUB

**Mountain Lakes Trail Run & Walk**  
to benefit Princeton First Aid & Rescue Squad

Sponsorship summary sheet

## Event date: Saturday, September 17, 2022

Event director: Lawren Smithline [lakes@princetonac.org](mailto:lakes@princetonac.org)

Princeton Athletic Club (PAC) is a 501(c)3 nonprofit, federal tax ID 27-1685647.

Princeton First Aid & Rescue Squad (PFARS) is a 501(c)3 nonprofit, federal tax ID 23-7140015

### All sponsorship levels earn

- Your organization's name or logo placed on race related emails and posters
- Logo placement on PFARS web page for 2022 PAC Mountain Lakes Trail Run & Walk
- Logo or name placement on event T-shirts
- Listing on PFARS Family of Donors web page for a year and in PFARS 2022 Impact report.

Higher level sponsors receive pride of place and/or larger size logos as appropriate to the medium. Publicity perks are subject to production timelines.

### \$3000 Gold Sponsor – sold out



A WSFS COMPANY



### \$2500 Medal Sponsor – sold out



### \$2000 Gold Sponsor

- Name or logo on PFARS direct mail and print advertising – subject to production timelines
- Opportunity to have a promotional item from your organization on PFARS information table in the registration area at the race
- 3 complimentary race entries
- *Life Saver* level on PFARS donor web page for a year and in PFARS 2022 Impact report.

### \$1000 Silver Sponsor

- 2 complimentary race entries
- *Life Saver* level on PFARS donor web page for a year and in PFARS 2022 Impact report.

### \$750 Bronze Sponsor

- 1 complimentary race entry
- *Healer* level on PFARS donor web page for a year and in PFARS 2022 Impact report.



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### **Sponsorship Commitment Information** – email to [lakes@princetonac.org](mailto:lakes@princetonac.org)

- Organization name
- Contact name
- Street address
- City / State / Zip
- Email address
- Telephone

### **Logo checklist** – email logos to [lakes@princetonac.org](mailto:lakes@princetonac.org)

- Aspect ratio 3 units wide to 2 units high preferred
- Standard format, scalable, or minimum 1200 pixels in longer axis
- Monochrome version for printing white ink on dark background
- Color version optional, preferred for most online media

**Payment** – online payment has a service fee of approximately 2.1%.

**Secure online processing through paypal visit** <http://princetonac.org/event-sponsorship>

Please contact race director Lawren Smithline to confirm availability of your selection.

Check can be mailed, payable to **PAC**, c/o Lawren Smithline, 50 Linden Lane, Princeton, NJ, 08540

The accompanying event information sheet explains details of the event, including location, course map, registration.

**Thank you for your support.**