

Donna Gerould  
SUNY Geneseo  
Merritt Athletic Center 214  
One College Circle  
Geneseo, NY 14454

To Whom It May Concern:

We are pleased to announce that we will be hosting SUNY Geneseo's First Annual Friday Knight 5K Race/Walk in conjunction with SUNY Geneseo's 2007 Homecoming Weekend, on Friday September 28, 2007. The Geneseo Cross Country and Track and Field teams are planning the event as a fundraiser.

These Student Athletes have won a Women's NCAA Division III Cross Country Championship, garnered many all Americans, SUNYAC Championships and academic awards and want to continue on with their winning ways. This event is one way that we are trying to increase funding for the program. The teams will receive all of the proceeds which will be used to support opportunities to travel to esteemed meets and compete against the best.

We are asking you to help us with this event by becoming a sponsor or making a donation. A space will be provided for your company's name on the event's website, registration form, and flyers based on the donation. For \$100 your company's name will also be featured on the race t-shirts. For \$200 your company logo will be placed on the race t-shirts, website, registration form, and flyers. You may also choose to be the Event Title Sponsor for \$2000. With this the company logo will have top billing on the back of the race T-shirts, website, registration form, and flyers. This will be on a first come first serve basis. Please see attached sheet for additional information. Remember, no donation is too small.

In addition, enclosed is a flyer for you to copy and display to help us promote the event. We anticipate many students, faculty, and alumni, as well as members of the local community and Buffalo, Rochester, and Syracuse to partake in this event.

If you have any questions or need any additional information, please contact Andrea Klein, Director of the 2007 Homecoming Committee, at (585) 245-5500 or Karen Merrill, the Student-Athlete Event Coordinator, at (716) 578-6090 or e-mail us at [FridayKnight5K@gmail.com](mailto:FridayKnight5K@gmail.com)

The Geneseo Cross Country and Track and Field Teams look forward to hearing from you no later than **Saturday August 18, 2007**. Thank you for your time.

Sincerely,

David Prevosti  
Head Coach  
Geneseo Track and Field

Andrea Klein  
Director of Campus Scheduling  
and Special Events

Karen Merrill  
Student-Athlete Event Coordinator  
SUNY Geneseo '08

**SUNY GENESEO'S FIRST ANNUAL FRIDAY KNIGHT 5K RACE/WALK**  
**Sponsorship Information**

Monetary donations will be greatly appreciated. They will be used to offset various expenses for the event such as t-shirt production, post-race refreshments and food, awards, and printing and copying.

**\$2,000.00 Event Title Sponsor (first come first serve):** A sponsor at this level would make the race committee very happy. The company's logo would have top billing on the back of the race T-shirts, website, registration form, and flyers.

**\$200.00 T-shirt Sponsor:** The business' logo will be listed on the back of the race T-shirts, website, registration form, and flyers

**\$100.00 T-shirt Sponsor:** The business' name will be listed on the back of the race T-shirt, website, registration form, and flyers

**Any donation less than \$100:** The business' name will be listed on the website, registration form, and flyers

**\*\*Please note: a digital copy of your logo will be needed for advertising purposes\*\***

We are also accepting in-kind donations. The following would be of great use to us:

- Post-race refreshments and food
- Items to be awarded
- Race bag items (ie: power bars/granola bars, samples, coupons, flyers, etc.)
- T-shirts

Please make checks payable to: **Geneseo Track and Field Foundation**

Send all donations to:

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1 College Circle  
Geneseo, NY 14454

Check out our website:

[www.geneseotrack.com/homecoming](http://www.geneseotrack.com/homecoming)

If you have any questions or concerns or need additional information,  
please contact Karen Merrill at (716) 578-6090 or [FridayKnight5K@gmail.com](mailto:FridayKnight5K@gmail.com).

**Thank you for helping us make the**  
**First Annual Geneseo Friday Knight 5K Race/Walk**  
**a success!!! ☺**