



The Vecna Cares Charitable Trust and
The Maryland-National Capital Park
and Planning Commission

College Park Cares

5K Race, Walk and Kids' Run

2011 Sponsorship Packet



College Park Cares 5K Race™

Sponsored by the Vecna Cares Charitable Trust™

Race Chair
Deborah Theobald



Race Director
Mike Bearman

Dear Prospective Sponsor:

Like you, we at the Vecna Cares Charitable Trust™ care about the communities in which we live and work. That's why we're inviting you to help us support healthy communities through the 7th Annual College Park Cares 5K Race, Walk, and Kids' Run, which will be held on Saturday, September 24, 2011. This event is part of the inter-county outreach for "Healthy Families & Fitness Day", which is focused on making health and exercise a fun part of every family's activities. We invite all business and professional community members to help us make a difference by supporting this event; proceeds from the 2011 race will benefit the Maryland-National Capital Park and Planning Commission (M-NCPPC) and the Vecna Cares Charitable Trust™.

Maryland-National Capital Park and Planning Commission operates a comprehensive park and recreation system that offers programs and facilities designed to promote health and wellness for the whole family. The MNCPPC offers self-improvement classes, teen and senior activities, summer camps, fitness and sports programs, and more than 40 miles of trails as part of their mission to address imminent health and social challenges through education and enrichment activities.

At Vecna, we believe that in order to realize a vision of Global Primary Care, the impact of our products must be measurable, and products must be affordable and available. Through the Vecna Cares Charitable Trust™, we are focused on delivering technology for a sustainable and scalable healthcare delivery infrastructure in emerging and under-served areas. These solutions change the cost of delivering care in health systems across the globe by automating and connecting quality care resources, delivering operational efficiencies, and capturing revenue opportunities for patients and physicians.

In addition to the 5K race, activities for this year also include a Walk, Kids' Run, face painting, moon bounce, music, food, and of course fun! Have fun, improve your health, and encourage healthy families and communities by participating in the College Park Cares 5K Race event.

Please join us in making a difference. You can participate as a sponsor, a volunteer, or a runner. Every donation helps; we encourage creativity (and of course generosity!) when giving. Last year, business partners donated money, food, giveaways, prizes, and even volunteered time. Please review our sponsorship and recognition tiers to determine your preferred level of contribution. To the hundreds of participants and thousands touched by our advertising efforts across the Maryland, Northern Virginia and D.C. areas, your involvement shows you care.

Visit us at www.collegeparkcares.com for more race information. Additionally, please feel free to forward this information to other interested sponsors, runners or volunteers.

Thank you for your support and generosity!

Sincerely,
Deborah Theobald
Vecna Cares 5K Race Chair Trustee,
The Vecna Cares Charitable Trust

About the Event

5K Race, Walk and Kids' Run
A family-friendly September 24th event in College Park, MD

The 7th Annual College Park Cares Race, in addition to a 1.5-mile Walk and Kids' Run (for children 12 and under) will be held on September 24th, 2011. The activities start at 8:15 AM at the Ellen E. Linson Pool on Paint Branch Parkway. The course continues through Indian Creek Park and around Lake Artemesia. The course is USATF certified.

Who

We need enthusiastic runners, walkers, volunteers and sponsors such as yourself to make this a fun and successful event! Come out, promote healthy living, and make a difference.

What

5K Race, Walk and Kids' Run

Where

Ellen E. Linson Pool, 5211 Paint Branch Parkway, College Park, MD 20740

When

September 24th, 2011

7:00 AM – On-site Registration & Packet Pickup

8:15 AM – Kids' Run

8:30 AM – 5K Start

8:45 AM – 2.4K Walk (1.5 Miles)

9:30 AM – Awards

Why

Healthy families and communities don't happen by accident. Programs that educate and support healthy living need our support, as well as places that serve us when we are in need of quality healthcare. That's why the Vecna Cares Charitable Trust is proud to partner with and benefit the Maryland-National Capital Parks and Planning Commission as well as the Vecna Cares Charitable Trust. Together, we participate in Family Health and

Fitness Day throughout the national capital area, and benefit critical community programs throughout the year.

Awards

All honors will be awarded as gift certificates and/or merchandise valued up to the dollar amount below.

1st Place Men/Women,
(All categories) \$75

1st Place Men/Women Master \$75

1st, 2nd, 3rd Place Teams Framed Certificate

Registration Fees

Event	Before 9/1/11	9/1/11- 9/21/11	Race Day
5K	\$18	\$20	\$25
Walk	\$10	\$10	\$10
Team	\$15	\$15	\$20
School Team	\$12	\$12	\$15
Kids' Race	FREE	FREE	FREE

How

Detailed information regarding the event and activities can be found at www.collegeparkcares.com or www.active.com. Alternatively, you may contact the Race Director at cpc5k@vecna.com with any questions.



Sponsorship Opportunities

Let our community know you care! From in-kind sponsorships to donor levels, there are many ways you can show your support.

Start/Finish Line Sponsor (\$8,000)

- Your company name and logo on start or finish line banner
- Recognition in print media
- Your company logo and name on race t-shirt & mile marker
- Your company logo and link on race website
- You may include a promotional insert/giveaway in race packet
- Recognition at pre- & post-race ceremony
- Recognition in race packets
- 40 complimentary runner registrations

Platinum Sponsor (\$5,000)

- Recognition in print media
- Your company logo and name on race t-shirt & mile marker
- Your company logo and link on race website
- You may include a promotional insert/giveaway in race packet
- Recognition at pre- & post-race ceremony
- Recognition in race packets
- 25 complimentary runner registrations

Gold Sponsor (\$2,000)

- Your company logo and name on race t-shirt & mile marker
- Your company logo and link on race website
- Recognition at pre- & post-race ceremony
- Recognition in race packets
- 15 complimentary runner registrations

Silver Sponsor (\$1,000)

- Your company name on race t-shirts
- Your company logo and name on mile marker
- Your company name on race website
- Recognition at pre- & post-race ceremony
- Recognition in race packets
- 5 complimentary runner registrations

Bronze Sponsor (\$500)

- Your company logo and name on mile marker
- Your company name on race website
- Recognition at pre- & post-race ceremony
- Recognition in race packets
- 3 complimentary runner registrations

Activities Sponsor (\$250)

- Recognition at the family activities area
- Your company name on race website
- Recognition at pre- & post-race ceremony
- Recognition in race packets

Awards Sponsor (\$100)

- Your company name on race website
- Recognition at pre- & post-race ceremony
- Recognition in race packets

Contributor (\$50)

- Your company name on race website
- Recognition in race packets

In-Kind Sponsor

The College Park Cares 5K requires goods and services. If you can donate needed items, the race will consider the appropriate level of sponsor benefits to be rendered to you, on a case-by-case basis. Items needed include food and drinks, printing, signage, and prizes. First-place prizes are valued between \$50 and \$75.

Race-Day Sponsor Table

As part of the race day activities, there are a limited number of free tables available to our sponsors. If you would like to reserve a table, please contact the Race Director as soon as possible at cpc5k@vecna.com. If you are not a sponsor, but would like a table at the race, please contact the Race Director for more information.

All donations are tax-deductible



Sponsorship Form

Yes, I want to be a sponsor!

Sponsorship Level:

(Please list donated products or services)

Company Name:

Contact:

Address:

Phone:

Fax:

E-Mail:

Signature:

Date:

Please make checks payable to The Vecna Cares Charitable Trust and submit payment with completed form to the following address:

College Park Cares 5K
c/o Vecna Technologies, Inc.
36 Cambridgepark Drive
Cambridge, MA 02140

College Park Cares 5k Race sponsors:

- Your company logo must be received as soon as possible for us to include your information on all promotional material.
- Please email a high-quality logo to: jpetrowicz@vecna.com.
- Logos are preferred in either EPS or AI format. JPG, PNG, and BMP formats are also acceptable at 200dpi or greater.
- Any questions regarding logo submissions can be directed to: jpetrowicz@vecna.com
- All donations are tax-deductible.