



2021

# TREK THE TRAIL

5K TRAIL RUN/WALK

# SPONSORSHIP INFORMATION



Helen and Arthur E. Johnson  
Beth-El College of  
Nursing and Health Sciences  
UNIVERSITY OF COLORADO COLORADO SPRINGS



University of Colorado  
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

Dear Potential Sponsor,

The Helen and Arthur E. Johnson Beth-El College of Nursing and Health Sciences at the University of Colorado Colorado Springs is hosting the UCCS 8th Annual Trek the Trail Family Weekend 5k run/walk, in partnership with nursing and health science student organizations: Exercise is Medicine, Beth-El Student Nurses Association, Nutrition Club and Local Food Club.

We are asking for your support of this event and our students. Please consider sponsoring this year's fun run/walk. We offer several ways to show your support of the next generation of health care professionals.

As a sponsor, your organization may include sponsor table display at the event (display provided by you), information and organizational contact information on event website, logo printed on event t-shirts, entries to the 5k event, and sponsorship recognition in social media, online, and the Johnson Beth-El college communities.

This event fosters leadership opportunities for students, is a zero-waste event concentrating on sustainability and leave-no-trace ethics, and is the only trail-based run/walk on the UCCS campus. Since inception, Trek the Trail has raised over \$8800 in student scholarships, has provided leadership and learning opportunities for over 140 student volunteers, and has brought nearly 250 runners and walkers to campus trails from around the state of Colorado.

Each year, students volunteers, UCCS faculty, staff and community members come together to organize and execute this meaningful event. Trek the Trail 5k is in the truest spirit of the UCCS core values through providing life-enriching experiences, integrating student learning, and collaboration both on and off campus. Students apply their knowledge and skills in a real world setting, collaborate with peer students, and promote interdisciplinary and preventative health care.

Thank you for your consideration in supporting our students and ensuring the success of this powerful event. Without your support, this event would not be possible. We are grateful to provide funding for future scholarship recipients.

If you have any questions about the event or need further information, please do not hesitate to contact us.

Sincerely,



Jess Kirby  
Event Director  
Assistant Professor of Health Sciences  
719-255-4404  
jkirby@uccs.edu



Elizabeth Graham  
Event Director  
Helen and Arthur E. Johnson Beth-El College of Nursing and Health Sciences  
719-255-4050  
egram3@uccs.edu



# 2021 TREK THE TRAIL 5K

## Sponsorship Levels and Benefits

### **PLATINUM SPONSORSHIP \$1000**

- Logo on Event Website with link to Sponsor Website
- Sponsor Display at Event (Provided by Sponsor)
- Link to Sponsor Home Page from Event Website
- Large, Top Logo Printed on Event T-Shirt
- 4 Entries to 5K Event\*
- Sponsorship Recognition in Race Packet
- Sponsorship Recognition during Announcements

### **GOLD SPONSORSHIP \$500**

- Logo on Event Website with link to Sponsor Website
- Sponsor Display at Event (Provided by Sponsor)
- Medium Logo Printed on Event T-Shirt
- 2 Entries to 5K Event\*\*
- Sponsorship Recognition in Race Packet
- Sponsorship Recognition during Announcements

### **SILVER SPONSORSHIP \$250**

- Logo on Event Website
- Sponsor Display at Event (Provided by Sponsor)
- Small Logo Printed on Event T-Shirt
- 2 Entries to 5K Event\*\*
- Sponsorship Recognition in Race Packet
- Sponsorship Recognition during Announcements

### **BRONZE SPONSORSHIP \$100**

- Name Printed on Event T-Shirt
- Sponsorship Recognition in Race Packet
- Sponsorship Recognition during Announcements

**IN-KIND SPONSORSHIP:** Your business/organization's level of sponsorship will be greatly appreciated in the form of goods and services. Items can include, but not limited to, fitness memberships, photography/videography services, coffee station for volunteers and/or participants, and/or gift certificates. Items for door prize will be given away on the day of event. All participants will have an equal chance to win.

### **HAVE ANOTHER IDEA? LET US KNOW HOW YOU'D LIKE TO SUPPORT!**

\*Fair market value of goods/services = \$36

\*\* Fair market value of goods/services = \$18

# 2021 TREK THE TRAIL 5K SPONSORSHIP AGREEMENT

Company/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

- Platinum Sponsorship \$1000
- Gold Sponsorship \$500
- Silver Sponsorship \$250
- Bronze Sponsorship \$100
- Other Amount: \$

Please Initial

\_\_\_\_ We agree to provide the above contribution to the 2021 Trek the Trail 5k event,  
on or before October 2, 2021

\_\_\_\_ We understand the last day to submit organization logo for t-shirt printing is September 14, 2021.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Pay Online** by registering as a sponsor for the 2021 Trek the Trail Event. Or **Pay by Check** by making check payable to: CU Foundation CUF # 0429427 (Tax ID#: 84-6049811)

(Memo Line: UCCS Beth-El Trek the Trail 5k)

Send Signed Agreement and checks to **jbe@uccs.edu** or **mail a paper copy** to:  
*UCCS - Helen and Arthur E. Johnson Beth-El College of Nursing and Health Sciences*  
*Attn: Elizabeth Graham*  
*1420 Austin Bluffs Parkway*  
*Colorado Springs, CO 80918*