



10k • 5k • Adventure Triathlon

2011 marks the 39th running of the “Cadillac Labor Day 10K,” The longest continually held 10K race in Michigan. The festival also includes a 5K run/walk, kids fun run events and the Cadillac Adventure Triathlon, which is a race made just for Cadillac.

The Adventure Triathlon showcases Cadillac’s beautiful outdoor recreation opportunities and adds just enough competition to push athletes towards their best. It features the 5K run, a 10.2 mile bike, and a 2 mile kayak on beautiful Lake Cadillac.

During its history, the **Cadillac Festival of Races** has been privileged to host several All-State, All-American and U.S. Olympic athletes.

In December 2010 **Cadillac Festival of Races** was incorporated as a nonprofit whose mission is to “*promote healthy lifestyles through education and exercise while helping our local community with contributions to various charitable organizations*”. All proceeds from the event will be donated back to the community.

We would like to offer you an opportunity to be a sponsor of this year’s **Cadillac Festival of Races**. There are several levels of sponsorship available, all of which are tax deductible, Gold \$1500, Silver \$1000, Bronze \$500, Honorable Mention \$100 and Friends of the Festival \$50. Each level is explained below.

GOLD level sponsor \$1500. You will receive 10 free entries for either the 10K or 5K events. Your employees that pre-register by July 10, 2011 for the 10K or 5K will only pay the student rate of \$15. Your business name will be printed on the race participant and volunteer shirts. Your business website will be linked on the sponsor page of the **Cadillac Festival of Races** website. There will be signage prominently displayed at the start and finish line with your business name and logo on it. Your business will be announced at the start/finish line letting everyone know of your generosity and support. Your participating employees will have the opportunity to participate in a six week runner’s clinic that will educate them on proper stretching, running and training techniques.

SILVER level sponsor \$1000. You will receive 5 free entries for either the 10K or 5K events. Your business name will be printed on the race participant and volunteer shirts. Your business website will be linked on the sponsor page of the **Cadillac Festival of Races** website. There will be signage displayed at the start and finish line with your business name and logo on it. Your business will be announced at the start/finish line letting everyone know of your generosity and support. Your participating employees that pre-register by July 10, 2011 will have the opportunity to participate in a six week runner’s clinic that will educate them on proper stretching, running and training techniques.

BRONZE level sponsor \$500. Your business website will be linked on the sponsor page of the **Cadillac Festival of Races** website. There will be signage prominently displayed at the start and finish line with your business name and logo on it. Your business will be announced at the start/finish line letting everyone know of your generosity and support.

Honorable Mention level sponsorship is \$100 and **Friends of the Festival** sponsorship level is \$50. Both the Honorable Mention and Friends of the Festival levels entitles your business to be highlighted on the **Cadillac Festival of Races** website and to have your business name displayed in the registration area.

Gold or Silver sponsorship can be paid in full or in installments with the final payment due by July 10, 2011.

Cadillac Festival of Races is a nonprofit and all proceeds will be donated back to the community through various charitable organizations. Remember, your sponsorship is tax deductible.

Michael Battaglia

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