



Dear, Mayor and City Councils.
City of Chapel Hill

Familias del Pueblo Road Race requests a contribution from the Town of Chapel Hill for the 2003. Last year's race was an enormous success with over 1,000 runners, walkers, volunteers and sponsors involved with \$15,000 raised for the Youth Leadership Development Program of El Pueblo and El Centro Latino. Go to www.elpueblo.org/race for pictures and sponsor benefits from 2002 race.

Again the proceeds will go to identify and support El Pueblo's ***Youth Leadership Development Program*** for emerging and established leaders between the ages of 13-25 who are committed to develop their knowledge, skills and experiences to become productive North Carolinians and effective advocates for their communities. Also to ***El Centro Latino***, a not-for-profit organization, located in Carrboro, committed to improving the quality of life for Latinos in and around Orange County, North Carolina. They provide social and educational services and opportunities. They accomplish this through dedicated staff, volunteers, members, and allied organizations

Join us again as we work together to bring our slogan to life; "***Many Cultures, One Race!***"

Race and Walk Overview

- A celebration of cultures-music, food, traditions
- Saturday September 20, 2003, McDougle School
- 10 K, 1 mile walk/run and children's track events

Supported by the Cardinal Track Club of Carrboro

Sponsorship Opportunities

\$5,000

The following benefits are designated:

- Logo on race numbers
- Logo on entry forms
- Two Banners at start /finish line
- Two Banners at Post Race Awards Ceremonies
- Company Name on all T-shirts (approximately 1,200)

- Company name on all Race Posters (approximately 5,000)
- Option to put promotional material in race packets
- Announcement of company name on PA system at the start and finish line and at the awards ceremony
- 5 complimentary race T-shirts
- 5 complimentary runners
- Permission to use Familias del Pueblo Road Race name in your own communications
- Company Name on Familias del Pueblo Road Race website
- Opportunity to present awards at awards ceremony

\$3,000

The following benefits are designated:

- Logo on entry forms
- One Banner at start and finish line
One Banner at Post Race Awards Ceremonies
- Company Name on all T-shirts (approximately 1,500)
- Company name on all Race Posters (approximately 5,000)
- Announcement over PA of your company at the start and finish line and at the awards ceremony
- 3 complimentary race T-shirts
- 3 complimentary runners
- Permission to use Familias del Pueblo Road Race name in your own communications
- Company Name on Familias del Pueblo Road Race website

\$1,000

The following benefits are designated:

- Name listed on two group Banners
- Company Name on all T-shirts (approximately 1,000)
- Company name on all Race Posters (approximately 5,000)
- 2 complimentary race T-shirts
- 2 complimentary runners
- Permission to use Familias del Pueblo Road Race name in your own communications

Under \$1,000

Names listed on the Road Race website

Name list on the one group Banner

Checks should be made to: **Familias del Pueblo RR** and mailed to 858 Shadylawn Road, Chapel Hill, NC 27514, att: La Force.

This road race is a special event of El Pueblo, Inc. and El Centro Latino.
Federal ID number is: 56-1934310

For more information contact Winkie La Force at 919-967-5056.

5

Please detach and send to: Winkie La Force 858 Shady Lawn Road, Chapel Hill, NC 27514

Yes, our **company**, or **foundation** or **I**, as an individual, would like to sponsor Familias del Pueblo Road Race, an event of La Fiesta del Pueblo.

We (I) will commit (\$5,000, \$3,000 or \$1,000) CASH _____

We (I) will commit to under \$1,000 CASH and the amount is: _____

Company Name: _____

Company Address: _____

Company Phone Number: _____

Company Contact: _____

Contact's Email: _____