January 22, 2018

Dear Community Friend:

St. Peter the Apostle Parish and School in historic New Castle will be hosting the *37th Annual Fallen Heroes 5K Run/Walk* on Thursday, May 24, beginning at 6:30 p.m. in the school parking lot and continuing throughout the city. Over the last three decades, thousands of runners and walkers have participated in this well-known family event. Participant entry fees and sponsorships directly benefit the Elizabeth A. Loncki Scholarship Fund. A former St. Peter student, Elizabeth was the first Delaware woman to lose her life in Iraq in 2007. It is most befitting that we recognize her legacy by providing financial assistance to St. Peter students.

This event attracts many people from the region and presents an ideal sponsorship opportunity for your business. I know that you have sponsored or supported this event in the past, and I hope we can count on your support for 2018. Included on the attachment is a description of the available sponsorship levels. As of this writing, the main sponsorship is still available. For any level of sponsorship, we will work with you to accommodate banners, DJ “commercials,” and any literature you wish to share.

We will gladly accept any monetary donations made payable St. Peter School for the benefit of the Loncki Scholarship Fund. Further, we will accept donations of goods and gift certificates that can be raffled or auctioned at the event.

As we get closer to the race date, I will be sure to communicate the registration process for individual participants.

Please let me know by February 28 via e-mail at [zitz@stpeternewcastle.org](mailto:zitz@stpeternewcastle.org) or telephone at (302) 328-1191 if you want to be a sponsor or if you would like more information. Thank you for your continued support.

Sincerely,

Mark S. Zitz

Principal

**2018 Old New Castle Run/Walk**

Sponsored by St. Peter the Apostle Parish

Thursday, May 24, 2018

Tax ID: 51-0077799

Sponsorship Levels

**Premier Sponsor $1,000**

•Name/logo on finish line banner

•Name mentioned in the opening ceremony and awards ceremony

•Name/logo included in all marketing materials (larger font size)

•Name/logo in all collateral materials

•Name/logo on the race web site with link to the sponsor’s home page

•Name/logo on the race T-shirt in prominent position

•5 race entries with t-shirts

**Gold Sponsor $750**

•Name/logo on side banner at finish line

•Name/logo included in collateral materials

•Name/logo in marketing materials

•Name/logo on the web site with a link to the sponsor’s home page

•Name/logo on the race T-shirt

•4 race entries with t-shirts

**Silver Sponsor $500**

•Name/logo included in marketing materials

•Name/logo in collateral materials

•Name/logo and link on the web site

•Name on the race T-shirt

•3 race entries with t-shirts

**Bronze Sponsor $250**

•Name included in marketing materials

•Name in collateral materials

•Logo on the web site

•Name on the race T-shirt

**Purple Heart - Up to $250**

•Name in marketing materials

•Name in collateral materials

•Name/logo on the web site

**Mile Marker Sponsor**

•Name/logo exclusive on single mile marker (3 available) $250

No donation is too small. We appreciate any support that you can give. Any checks should be made payable to St. Peter School, and any goods should be delivered to St. Peter School, 515 Harmony Street, New Castle, DE 19720.

If you have any questions or would like to be a sponsor, please contact Mark Zitz via e-mail at [zitz@stpeternewcastle.org](mailto:zitz@stpeternewcastle.org) or phone at (302) 328-1191.