Run the World Race Series
Sponsorship Packet
2017 – 2018
YOU WALK OR RUN, SO THEY CAN FLY AND LEARN!

Now more than ever Kent State University is considered a leader in global education. With over 200 international programs anchored by our flagship Florence, Italy center, students here have the world at their fingertips. Did you know that 97% of college students who study abroad found employment within twelve months of graduation, compared to only 49% of students who do not study abroad? Financial support in the form of scholarships is what makes this unique opportunity possible for our students.

In Fall 2017, Kent State University is starting the Run the World Race Series to expand the scope of our previous, single Run the World race. On Saturday, September 9, 2017, the Kent Campus will host the 3rd annual Run the World 5K. The second series event will be held on the Stark Campus on Saturday, April 14, 2018. This is a special, global themed race series designed to support study abroad scholarships for each and every Kent State student, regardless of their major. We are in need of sponsors, runners, and walkers to help make our event as thrilling as our students are when they study abroad.

Proceeds will provide multiple $1000 scholarships to Kent State students. The ability to study outside of the United States helps our students become global citizens in this ever-changing world. We are now able to connect with people half a world away at the click of a mouse; we can even fly to the opposite side of the Earth in less than a day! Before our students can connect the world, before they can touch it, before they can fly away to help change it, first they can “Run the World”.

Over the past two years, Run the World has been able to provide $18,000 in scholarships for students to study abroad with any Kent State University program before their graduation date. Every dollar provided to us through sponsorship goes directly toward student scholarships.

Your donation is critical to make this event a success. Please review the sponsorship levels on the reverse of this letter. There is only one “Series Presenting Sponsor” and five “Kilometer Sponsors” available. The Kilometer sponsorship will allow you or your business to be promoted throughout your kilometer of the 5K as well as many other benefits. Regardless of sponsorship level please complete the form on the back of this page and send your donation to:

Ed Butch, RTW Race Director
850 University Esplanade
105 Bowman Hall
Kent, OH 44242

* Checks can be made payable to: Kent State University Foundation

For more information, please contact Ed Butch at runtheworld@kent.edu or 330-672-8976.

We appreciate your consideration and look forward to another successful event!

Sincerely,

Dr. Marcello Fantoni  
Associate Provost  
Office of Global Education

Dr. Kristin Stasiowski  
Assistant Dean  
International Programs and Education Abroad

Edward Butch  
Race Director  
Director, Academic Recruitment and Retention
Sponsorship Levels and Benefits:

○ **Series Presenting Sponsor - $15,000**
  - The race series will be branded as the “Run the World Race Series presented by [your company]” on all promotional materials, registration page, website, and t-shirts
  - Exclusive rights to continue as the presenting sponsor
  - Sign with your name/logo at the start/finish line
  - Feature article on the race website – [www.kent.edu/RunTheWorld](http://www.kent.edu/RunTheWorld)
  - Mention in all media advisories, press releases, print ads, and social media promoting the series
  - Kent State swag bag
  - 20 race entries for the Kent Campus race, and 10 for the Stark Campus race
  - Name/Logo on race shirts and participant bag
  - Name/Logo on race website
  - Name/Logo in registration packets
  - Add promotional material to all registration packets

○ **Kilometer Sponsor - $5,000**
  - Only 5 available, to sponsor one of the five kilometers within the race
  - Exclusive rights to sponsor a “K” again for the 2018 race series
  - Sign with your name/logo marking your kilometer on the course
  - Kent State swag bag
  - 10 race entries for the Kent Campus race, and 5 for the Stark Campus race
  - Name/Logo on race shirts
  - Name/Logo on race website
  - Name/Logo in registration packets
  - Add promotional material to all registration packets

○ **Elite Sponsor - $2,500**
  - 5 race entries for the Kent Campus race, and 2 for the Stark Campus race
  - Name/Logo on race shirts
  - Name/Logo on race website
  - Name/Logo in registration packets
  - Add promotional material to all registration packets

○ **Premium Sponsor - $1,000**
  - 2 race entries for the Kent Campus race, and 2 for the Stark Campus race
  - Name/Logo on race shirts
  - Name/Logo on race website
  - Name/Logo in registration packets

Please check the sponsorship level above and complete the following information:

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<th>Sponsorship Level</th>
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Name _____________________________________________________________________________________

Address _____________________________________________________________________________________

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Email ______________________________________ Phone _______________________________________

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Directions to claim race entries will be emailed at a later date