



To Valued Community Partner:

We hope this finds you well and in good health!

For the past three years, the University of South Carolina Office of Veteran and Military Services and Student Veterans Association have hosted the **USC Veterans Day 5K**. Our mission? To *support the veterans and service members in our local community and state.*

And we have succeeded! In our first three years, we raised over \$32,000 and saw over 1,000 Midlands residents participate in the event. We also received incredible support from businesses and media outlets throughout the Midlands who are committed to supporting those who serve.

As we embark on our 4th year, we are excited to continue to support The Friends of Fisher House, a local veterans' organization whose mission is to raise the necessary funds to see a Fisher House constructed to serve the over *100,000 veterans* who rely on the Dorn VA Medical Center for care. The Fisher House provides lodging and transportation for the families of veterans when their loved one is receiving overnight or extended stay care at a VA medical facility (www.fisherhousecolumbiasc.org). We are grateful for the overwhelming level of community support from people like you and look forward to breaking ground soon!

This year, we're asking you – as a valued community partner – to help us continue to support this worthy cause for our veterans. The 4th annual USC Veterans Day 5K will be held November 7th, 2021 at 2 p.m., beginning on the UofSC Campus. The 5K will *again* **donate ALL proceeds to the Friends of Fisher House Columbia.***

A sponsorship of any amount is a great way to say, *“we stand behind those who serve our great country and protect our freedom!”*

We hope you will join us in giving back to those who have sacrificed, as a sponsor of this event. Attached, you will find an outline of our sponsorship packages, which details the ways in which your commitment to our veterans will be displayed and recognized. **All** donations are *100% tax deductible!* **

If you have any questions or concerns, or would like additional information, please contact the University of South Carolina's Director of Military Engagement and Veteran Initiatives, Jared Evans, at (803)917-0767, or by email at evansmj@email.sc.edu. You can also visit www.uscveteransday5k.org.

Thank you so much for your time and support! God Bless America and GO COCKS!

Signed,

The University of South Carolina Student Government & Student Veterans Association

Sponsorship Options

\$5,000 – VICTORY SPONSOR (Level 1) receives: **SOLD!!!**

- **Level 2, and**
- **Largest Logo on all items (web, social media, t-shirts, banners, etc.)**
- **Announced as “Presented by...” for all media (radio, TV, etc.)**
- **Table at awards ceremony, and company/organization representative to present awards**
- **5 additional signs along the route**
- **10’ x 10’ Tent at the start line with table**
- **Company/Organization Representative present for presentation of final donation check to the Friends of Fisher House Columbia, SC at their monthly Board meeting**

\$2,500 – Freedom Sponsor (Level 2) receives:

- **Level 3, and**
- **3 additional signs along the route**
- **2 additional FREE registrations**
- **Honorable mention at awards ceremony**
- **Table at the start line**

\$1,000 – Honor Sponsor (Level 3) receives:

- **Level 4, and**
- **Medium Logo on all material (web, social media, t-shirts, banners, etc.)**
- **Two 2’x2’ signs along the route**
- **10’x10’ tent at the finish line**

\$500 – Courage Sponsor (Level 4) receives:

- **Level 5, and**
- **Small Logo on t-shirts**
- **4 FREE registrations**

\$250 – Duty Sponsor (Level 5) receives:

- **Item placement in participant “swag” bag**
- **Special shout-out post-race via social media and web**
- **Table at the finish line**

*final donation to the Friends of Fisher House Columbia, SC will be made after all sponsorship payments, race registrations, and other payments are received, and all fees, expenses, and payments required to facilitate the race are paid.

**make all payments for sponsorship to the South Carolina Veterans Higher Education Group (EIN: 83-1331126), 900 Rollingview Lane, Columbia, SC 29210-4925. The South Carolina Veterans Higher Education Group is a 501(c)(3) non-profit organization (DLN: 26053635001048). IRS determination available upon request.

4th Annual USC Veterans Day 5K Sponsorship Commitment

YES! I would like to support our local Veterans!

Name

Title (if applicable)

Company

Address

City State Zip

E-mail Phone

Sponsorship Level Desired:

- VICTORY Presenting Sponsor (\$5,000 – 1 available)
- Freedom Sponsor (\$2,500)
- Honor Sponsor (\$1,000)
- Courage Sponsor (\$500)
- Duty Sponsor (\$250)
- Custom Recognized Amount \$
- Custom Anonymous Amount \$

Notes/Requests/Remarks:

By signing below, I, or the company I represent, agree to sponsor the USC Veterans Day 5K in the amount noted by the sponsorship level chosen, and to remit this amount in full no later than 10/08/2020. I agree to receiving the recognition and/or non-monetary compensation as outlined in this document (“sponsorship options”). I understand that if I have chosen a sponsorship that displays a logo, that it is my responsibility to provide that logo to the race committee no later than 10/08/2020. I further understand that advertising and display material to be used at tables is to be provided by me (or my company). I agree to abide by all race rules and deadlines as set forth by the race committee. The South Carolina Veterans Higher Education Group is a recognized 501(c)(3) non-profit organization. Your contributions may be tax deductible and can be made payable to: South Carolina Veterans Higher Education Group. Please send your company logo in a vector .eps or .pdf format to SCVHEG@gmail.com.

Signature _____ Date _____

Printed Name _____ Title _____