



Cold Spring Swift River PTO  
57 State Street  
Belchertown, MA 01007  
[www.CSSRPTO.org](http://www.CSSRPTO.org)

Officers 2011-2012

Dawn French, Co-President      Donna Tilton, Co-President  
Rebecca David, Treasurer      Beth Knodler, Secretary



January 16<sup>th</sup>, 2012

Dear

On behalf of the CSSR PTO, we would like to invite you to be part of our 2<sup>nd</sup> annual Family Fun 5K Run/Walk Event on Saturday, April 7<sup>th</sup>, 2012 at the Chestnut Hill Community School Field, 59 State Street, Belchertown, MA. Last year's event surpassed our wildest expectations! We had over 500 people attend, 200 5K runners and an additional 200 participants in the 1 mile "family-friendly" walk!

The goal of our event is to promote healthy living and fitness not only for our children but for our families and community at large. We are asking local businesses and organizations to join us to achieve these goals while also giving families a chance to support our local businesses!

Our event will consist of a **free** health and safety vendor fair. You read correctly, we do not charge! Our only request is that participating businesses/organizations must be in the health or child safety field, and will need to be approved by the CSSR PTO. Examples may include doctors, chiropractors, fire, police, dentists, massage therapists, fitness gyms, children's fitness class instructors such as dance, karate & gymnastics, and child ID kit services, just to name a few. Your business/organization will be responsible for providing any tables, chairs and tents your display may require. Please also note that we **WILL** hold the CSSR PTO Family Fun Run rain or shine! ☺ Please be available to setup between 7:30am and 8:30am the morning of the event. Runners and walkers will begin arriving by 8:30 am to register for the 5K and 1 mile walk. Last year, many participants were early and took this time to walk around and check out the vendors. We anticipate breakdown and cleanup to be completed between noon and 1pm.

In addition to the vendor fair, a direct sponsorship is a way that we encourage all businesses and organizations to participate. Every participant in the run and walk will receive a t-shirt. Please consider purchasing a spot on the back of the t-shirt. We offer many levels of sponsorship, so we are sure to fit your budget! As a reward for running the race, we do have giveaway bags for the first 100 runners that pass the finish line. If you have a product to offer (chap sticks, water bottles, pens, etc...), it can count towards a sponsorship and t-shirt spot (Please see form for details). We also welcome services for the day of the event (Porta-potties, DJ services, food, water, gift certificates for winners of categories, etc...) these gifts and services are also greatly appreciated and can also count towards a t-shirt sponsorship. We will have signs around the event with sponsors name as well as a list in the Sentinel newspaper and on our website [www.cssrpto.org](http://www.cssrpto.org).

The Cold Spring Swift River PTO is a certified non-profit and all donations are tax-deductible. Donation letters will be sent out after the event. We hope to see you and please do not hesitate to contact us with any questions! [FUNRUN@cssrpto.org](mailto:FUNRUN@cssrpto.org).

Best Regards,

CSSRPTO Fun Run Committee

Co-chairs:

Beth Knodler

Paula Ribeiro

Bonnie Kokosa

**The Cold Spring Swift River PTO is a Certified 501 (c) (3) Organization.  
A letter of determination is available upon request.**



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Health and Wellness Vendor Fair

Thank you for your interest in participating at the 2nd Annual Cold Spring Swift River PTO 5K Fun Run/Walk on Saturday, April 7th, 2012! Last year's event surpassed our wildest expectations and we are excited to offer this event again for the families and residents in Belchertown and the surrounding areas!

Free Vendor Fair from 8am-12pm
At the Chestnut Hill Community School
59 State Street, Belchertown, MA

Participating businesses/organizations must be in the health or child safety field, and will need to be approved by the CSSR PTO. Examples may include doctors, chiropractors, fire, police, dentists, massage therapists, fitness gyms, children's fitness class instructors such as dance, karate & gymnastics, and child ID kit services, just to name a few. Your business/organization will be responsible for providing any tables, chairs and tents your display may require. Please also note that we WILL hold the CSSR PTO Family Fun Run rain or shine!

Vendor spaces will be approximately 8ft x 8 ft area.

Vendors should be available to setup between 7:30am and 8:30am the morning of the event.

Runners and walkers will begin arriving by 8:30 am to register for the 5K and 1 mile walk.

Last year, many participants were early and took this time to walk around and check out the vendors.

We anticipate breakdown and cleanup to be completed between noon and 1pm.

Please read the fine print... All forms MUST be received NO LATER than Friday, March 23rd, 2012, in order to be included in the CSSR PTO Family 5K Fun Run/Walk event.

They can be mailed to 57 State St, Belchertown, MA 01007 or you may also hand your form to any CSSR PTO member directly, should timing become an issue.

Please contact us at funrun@cssrpto.org with any questions.

I would be like to participate at the CSSR PTO 5k Family Fun Run/Walk event, on Saturday, April 7th, 2012

I would like to Reserve a FREE Vendor Space!

I understand my business/organization is responsible for providing any tables, chairs, and tents my display may require and the event will be held regardless of weather.

Please PRINT the following information:

Business Name (if applicable):

Type of Business: Your Name:

Email: Phone #:

THIS FORM MUST BE RECEIVED NO LATER THAN FRIDAY, MARCH 23rd, 2012. Thank you!

Late submissions will only be accepted if room allows.

Late registrations will not be included on any printed promotional materials due to printing deadlines.

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## Sponsorship Form

Thank you for your interest in participating at the 2<sup>nd</sup> Annual Cold Spring Swift River PTO 5K Fun Run/Walk on Saturday, April 7<sup>th</sup>, 2012 at the Chestnut Hill Community School, 59 State Street, Belchertown, MA. Last year's event surpassed our wildest expectations and we are excited to offer this event again for the families and residents in Belchertown and the surrounding areas.

We welcome businesses and organizations to reserve a spot on the shirt!

T-shirts will be available for pre-order and some will be available day of event for purchase.

Level of Sponsorship will be distinguished on back of T-Shirt and with large signs around event. All Platinum, Gold, & Silver Level Sponsors will receive one complimentary T-Shirt with their sponsorship.

### Platinum Sponsorship:

3 lines of text with **large** font  
 \$500<sup>+</sup> cash donation  
 (or \$1,000<sup>+</sup> of gift-in-kind donations\*)

### Gold Sponsorship:

3 lines of text with **standard** font  
 \$250<sup>+</sup> cash donation  
 (or \$500<sup>+</sup> of gift-in-kind donations\*)

### Silver Sponsorship:

2 lines of text with **standard** font  
 \$125<sup>+</sup> cash donation  
 (or \$300<sup>+</sup> of gift-in-kind donations\*)

### Bronze Sponsorship:

1 line of text with **standard** font  
 \$50<sup>+</sup> cash donation  
 (or \$100<sup>+</sup> of gift-in-kind donations\*)

\*Gift-in-kind donations such as items for runner's bags or services day of event.  
 Please feel free to contact us with any questions: [funrun@cssrpto.org](mailto:funrun@cssrpto.org)

Please detach and mail to: CSSRPTO, 57 State St, Belchertown, MA 01007

Please **PRINT NEATLY** the following information:

1st line of text : \_\_\_\_\_

2<sup>nd</sup> line of text: \_\_\_\_\_

3<sup>rd</sup> line of text: \_\_\_\_\_

Your Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Ways to sponsor (please feel free to check as many options as you like!):

cash donation for t-shirt sponsorship  
 (Checks can be made to CSSRPTO)

Donate 100 items for goodie bag  
 (Chap sticks, pens, bags, gift certificates, etc...)

Donate items  
 (food, water, services, etc...) for event day

Level of Sponsorship:     Platinum     Gold     Silver     Bronze

Platinum, Gold, or Silver Level Sponsors complimentary T-Shirt Size:     XL     L     M     S

Item donation (if applicable): \_\_\_\_\_ Approximate Value: \$ \_\_\_\_\_

THIS FORM MUST BE RECEIVED NO LATER THAN **FRIDAY, MARCH 23<sup>rd</sup>, 2012 in order to be included on the t-shirt.**  
**Due to printing time restrictions, there are no exceptions.**

Donations receipts will be mailed to donors after the event. Thank you for your understanding!

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