

March 24, 2011

Re: Polly Ann Trail Walk Registration and Sponsorship Opportunities

Dear Community Member:

On behalf of the Friends of the Polly Ann Trail and the Imlay City Parks and Recreation Commission, we are pleased to invite you to be a part of the 5th Annual Polly Ann Trail Walk in celebration of National Trails Day on Saturday, June 4, 2011. This event is a fundraiser campaign and all of the proceeds from this event will go towards a much-needed trailhead in Imlay City.

The Walk begins at 9 a.m. and there is a 2, 4, 6 or 8-mile course. This event has been designed so that anyone can participate- even man's best friend! The Dog Walk will begin at 9:30 a.m. for your furry companions. We would love for you to register for the event and enjoy the day on the beautiful Polly Ann Trail.

Enclosed please find the packet of information regarding the Walk that includes a map of the course and registration details.

We are also asking for your support for this fundraising campaign and several sponsorship opportunities are available.

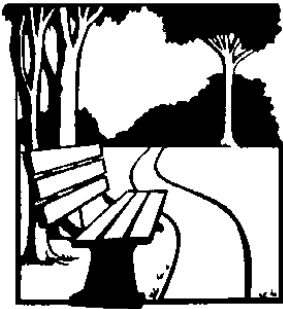
- Gold Package \$250
- Silver Package \$100
- Bronze Package \$50
- Business Package \$25

Last year over 100 people participated in the Walk. Even our most economical package allows you to distribute information and/or a coupon to all of the people that register for the event.

Thank you for your time and your support. Please contact me at 810-724-2135 should you wish to sponsor the 5<sup>th</sup> Annual Polly Ann Trail Walk or if you have any questions regarding the event.

Sincerely,

Kim Marrone  
DDA Director  
Imlay City



# Polly Ann Trail Walk

A celebration of National Trails Day, Saturday, June 4, 2011  
Presented by Imlay City Parks & Recreation Commission, Friends of the  
Polly Ann Trail and the Imlay City DDA

## Join us on a Fitness/Nature Walk or a Dog Walk on the Polly Ann Trail!

All the proceeds from this fundraiser will be designated for a Trailhead in Imlay City. The event is Saturday, June 4, 2011. Registration is at the Farmers' Market, located at 120 N. Main St. Parking is available at the upper level of the Lamb Steel Building and City Hall. Registration and packet pick up is from 8 to 9 a.m. The Walk will begin promptly at 9 a.m. The Dog Walk will begin at 9:30 a.m. **Dogs must be leashed with proof of rabies vaccine.**

### Various Distances:

This walk is intended for everyone, so don't fret about distance. You can choose the distance that is right for you!

- 2 miles: Farmers' Market to 1 mile mark and back**
- 4 miles: Farmers' Market to 2 mile mark and back**
- 6 miles: Farmers' Market to 3 mile mark and back**
- 8 miles: Farmers' Market to 4 mile mark and back**

### Entry Fee:

Individual (with or without dog) \$15 per person

Family (family of 3 or more) \$10 per person

Entry fee includes T-shirt, light morning snacks at the start, 2011 membership in Friends of the Polly Ann Trail and discount coupons from local businesses.

**T-shirts guaranteed to registrations received before Monday, May 23**  
**(no guarantee for T-shirts on day of event)**

### **REGISTRATION FORM**

*Use separate form for each registrant*

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

T-shirt size (circle one) S M L XL    Event (circle one) Nature Walk    Dog Walk

Entry Fee enclosed \$ \_\_\_\_\_ Additional donation \$ \_\_\_\_\_

\_\_\_\_\_ Check here to accept 2011 membership to Friends of the Polly Ann Trail

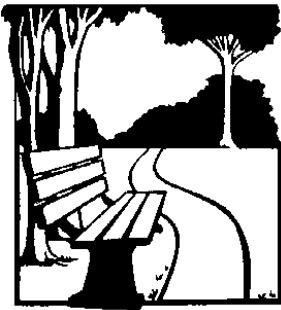
***Make checks payable to: Friends of the Polly Ann Trail***

***Send or Drop off to: Imlay City DDA, 150 N. Main St., Imlay City, MI 48444 (810.724.2135)***

Liability waiver: In consideration of the acceptance of my registration, I, for myself, my executors, administrators and assigns, do hereby release and discharge Imlay City Parks & Recreation Commission, the Friends of the Polly Ann Trail, the Imlay City DDA and any and all other sponsors, for any and all claims of injuries or damages incurred by me as a result of or in connection with this event. I attest and verify that I have full knowledge of the risks involved in this event.

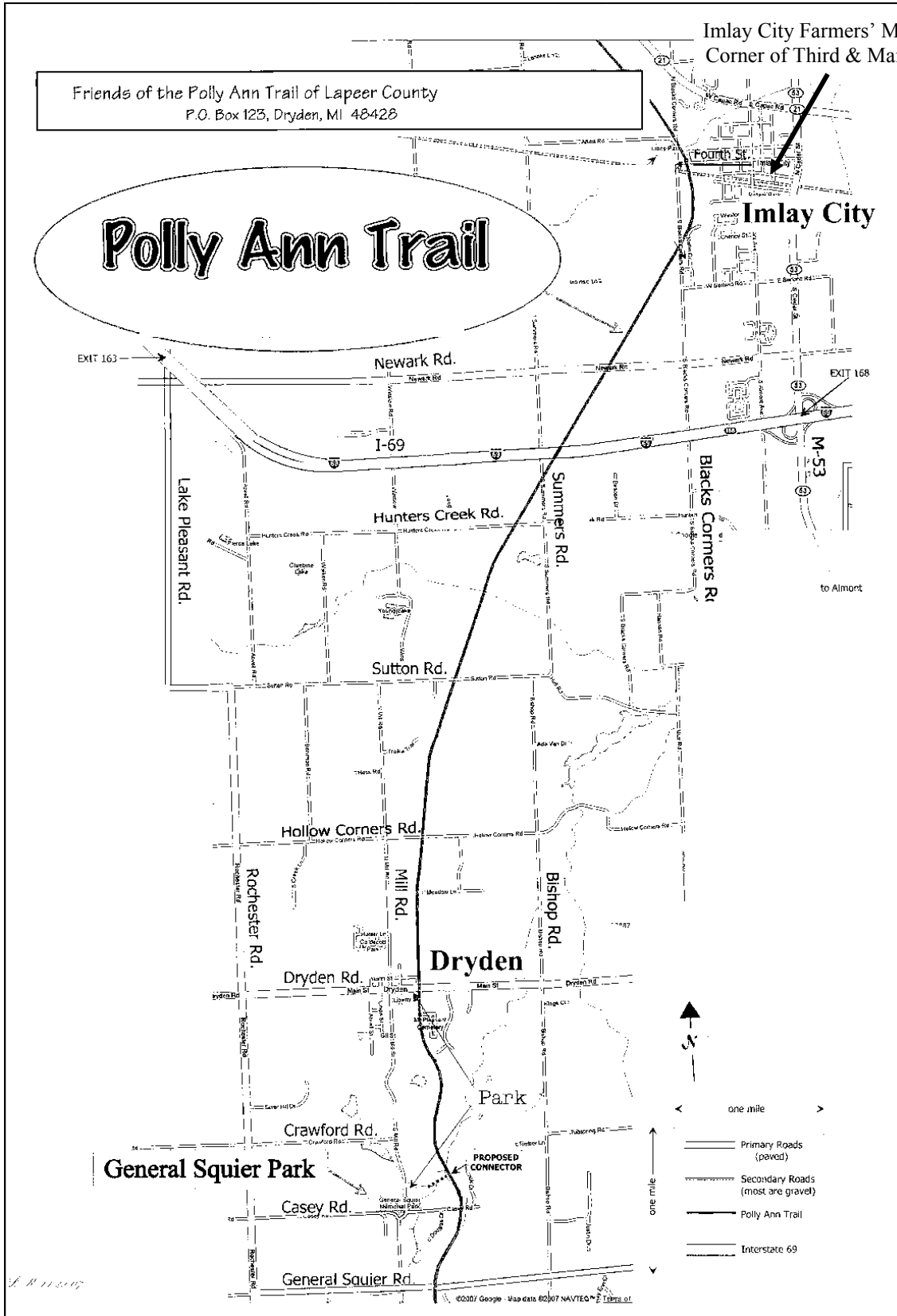
Signature \_\_\_\_\_

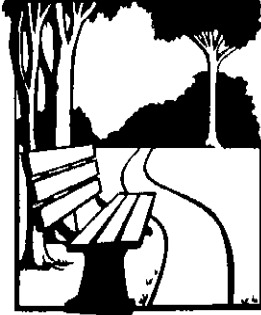
Parent or guardian (if under 18) \_\_\_\_\_



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## Sponsorship Opportunities

Join the Friends of the Polly Ann Trail as they pursue the establishment of a Trailhead in Imlay City.

### Gold Package \$250

- Logo & Name on T-shirt distributed to pre-registered participants
- Logo & Name on Imlay City DDA website
- Logo & Name on Entry Forms distributed the day of the event
- Text recognition on Imlay City DDA Facebook Page
- Ability to provide a coupon or flyer to all event registrants in the registration packet

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### Silver Package \$100

- Name on Imlay City DDA website
- Name on Entry Forms distributed the day of the event
- Text recognition on Imlay City DDA Facebook Page
- Ability to provide a coupon or flyer to all event registrants in the registration packet

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### Bronze Package \$50

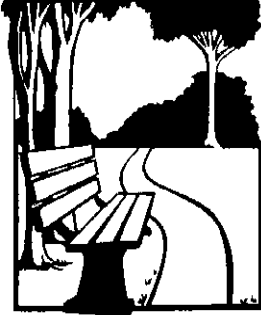
- Name on Imlay City DDA website
- Ability to provide a coupon or flyer to all event registrants in the registration packet

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### Business Package \$25

- Ability to provide a coupon or flyer to all event registrants in the registration packet

For more information regarding the Polly Ann Trail Walk, registration and sponsorships, please contact Dana at the Imlay City DDA at 810-724-2135 or email [seedgroup1@gmail.com](mailto:seedgroup1@gmail.com).



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## Sponsorship Agreement

To become a sponsor return this completed form to:

Imlay City Downtown Development Authority  
150 N. Main Street  
Imlay City, MI 48444

Please make checks payable to: **Friends of the Polly Ann Trail**

Name of Business/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsorship Options

(Please check one)

Gold Package for \$250 \_\_\_\_\_

Silver Package for \$100 \_\_\_\_\_

Bronze Package for \$50 \_\_\_\_\_

Business Package for \$25 \_\_\_\_\_

Please write the name the way you wish to have it listed on the sponsorship materials

\_\_\_\_\_

If a logo is part of your sponsorship package, please send the logo in "illustrator" format and fonts converted to outline or path. Email to: seedgroup1@gmail.com. Please have all logos submitted by **May 16, 2011**.

Submitted By \_\_\_\_\_ Date \_\_\_\_\_