



2008 Market, Set, Go! 5K Fun Run and Walk
The Dallas Dietetic Association Fight Against Childhood Obesity

Dear Business Manager :

Please join Dallas' premier nutrition professionals in the fight against childhood obesity. The Dallas Dietetic Association (DDA) is in production of our 4th annual Fun Run/Walk to be held at the Farmer's Market. This year the proceeds of this event will benefit the "Fit for Me" Foundation. This foundation, in partnership with other organizations, promotes physical activity amongst youth all over the metroplex.

We are hoping to have 500 participants with 300 of those being children, but we need the support of DFW businesses to make this event a success. Please consider one of the opportunities below to help fight childhood obesity. You can help through a monetary donation or an item donation. Item donations can include gift cards, gift certificates, your services or goods. These items will be used to reward runners of all ages for finishing the race (kids!), placing in the race, or winning the race. Your monetary donation will be applied toward production costs.

After reviewing these options please indicate your choice on the accompanying form. To include your name/logo in marketing materials for this event donations and artwork must be received by **January 29, 2008**.

Fun Run Team Builder \$300

Sponsor a team of 25 kids to participate in this year's run.

- Your Name/logo goes on their shirt!

Fun Run Donor \$500

- Name listed as sponsor at race event
- Name Listed on DDA Website
- Recognition at DDA Meetings and in quarterly newsletter

Fun Run Supporter \$1,000

All of the above + Your name on marketing communications to participants

- Your name on back of event T-shirt
- Ability to set up vendor display at event on race day
- 2 complimentary walkers/runners

Fun Run Partner \$2,500

All of the above + Name & Logo on marketing communications

- Name & Logo on back of event T-shirt as Sponsor
- Name listed on road-sign on race route
- 5 complimentary walkers/runners

Fun Run Pillar \$5,000

All of the above + Sponsor Spot on race day banner.

- Special recognition in marketing and media for race event
- 10 complimentary walkers/runners

Item Donation \$Variable

On behalf of registered dietitians in the DFW area, thank you in advance for your consideration. A healthy, productive youth benefits the entire community; we hope you can find a way to help. If you have any questions please call one of the dietitian-volunteers below.

Sincerely,

Martha McHenry, Fun Run Co-Chair
Monetary Donations/ Underwriting 469-335-9775

Amy Goodson, Fun Run Sponsorship Chair
Item Donations 214-298-3411