

2013 Alumni Day

Raider Run 5K Run and Picnic

Sponsorship Packages



www.raiderrun.com

Torrington Varsity Alumni Club

History

The legendary Connie Donahue came up with the idea for the Varsity Alumni Club in 1945 hoping to create an organized body of former THS Varsity athletes, many of whom had just returned from World War II, to be active and contribute to the youth of Torrington.

Since its inception the purpose of this organization has been as follows:

- *To grant scholarship(s) to deserving THS athletes that earn letters for participating in a varsity sport*
- *To maintain a closer relationship between the Alumni and the current THS athletic activities*
- *To better athletics, athletic facilities and promote recreation in Torrington*
- *To keep an organized body of alumni, male and female, who have earned a Varsity Letter for participating in a sport at THS and associates who are interested in aiding sports and recreation in Torrington*

Thanks to the efforts of many dedicated individuals over the past 65 years, the VAC has been extremely successful in achieving their goals... and then some. The VAC has sponsored and coached countless youth teams, ran very successful softball and basketball tournaments (including the Schoolboy Invitational of the 70's and early 80's) and of course organized and ran the Varsity Alumni Youth Basketball League for decades. The league began in the 50's with 28 players and eventually grew to over 600 participants.

Most are aware of the Varsity Alumni Club through the annual scholarships which are awarded each year to six deserving THS student athletes. The first Varsity Alumni Scholarship was awarded in 1948 in the amount of \$100.00. Since that time over \$200,000.00 has been awarded to graduating Seniors who have participated in sports at THS.

The 2013 Alumni Day Raider Run

For decades the Varsity Alumni Club has not had to be involved with any fundraising efforts as the hard work and dedication of the Founders of the club have enabled the scholarship to continue on without additional funding. Recently however it has become more difficult, given the economy, to support the Scholarship program.

With that in mind we are pleased to begin the next chapter of the VAC with the Inaugural Raider Run!!

The Raider Run is a 5K road race that will be held on Saturday June 1st at 10:30 A.M. It will start and finish at the THS track with a route that will take runners through Torrington's quiet North End. Open to all levels of runners, awards will be given to the top male and female finishers in each age division as well as the top male and female THS student and alumnus. Our vision is to make the Raider Run an event that will bring together the THS community every year.

Proceeds from the Raider will benefit the Torrington Varsity Alumni Club and the THS Athletic Department.

Your sponsorship will be critical to the success of this event. Please review the enclosed sponsorship packet and consider becoming a sponsor for this fun and exciting event.

If you have any questions please call Paul O'Heron (860) 489-6600.

Thank you,
The Torrington Varsity Alumni Club

2013 Alumni Day

Raider 5K Run/Walk and Picnic

Sponsorship packages

Raider Run Primary Sponsor (1) – Dunkin' Donuts

- \$1250.00
- Company Name on Finish Line Banner
- Full page ad in Race Program
- Company logo on Official Race T-shirt
- Company logo on race registration form, website and all advertising materials
- Live mentions throughout race day including the awards ceremony
- (8) complimentary race registrations and (8) complimentary race t-shirts
- Free admission for eight to post-race Alumni Day Picnic
- Speaking/presenting opportunity at awards ceremony
- Web link to company site
- Company supplied materials/flyers in runners bag
- Mentions in all press releases

Raider™ Sponsors (4)

- \$700.00
- Company banner displayed at finish line
- Full page ad in Race Program
- Company logo on Raider Run website and all advertising materials
- Live mentions throughout race day including the awards ceremony
- (4) complimentary race registrations and (4) complimentary race t-shirts
- Free admission for four to post-race Alumni Day Picnic
- Speaking/presenting opportunity at awards ceremony
- Web link to company site
- Company supplied materials/flyers in runners bag
- Mentions in all press releases

“Varsity” Sponsors (8)

- \$300.00
- 1/2 page ad in Race Program
- Company logo on race website
- Live mentions throughout race day including the awards ceremony
- (2) complimentary race registrations and (2) complimentary race t-shirts
- Free admission for two to post-race Alumni Day Picnic
- Web link to company site
- Company supplied materials/flyers in runners bag

“Miler” Sponsors (Unlimited)

- \$100.00
- 1/4 page business card ad in Race Program
- Recognition at awards ceremony
- Company supplied materials/flyers in runners bag

Friends of the road race (unlimited)

- \$50.00
- Recognition in race program

Raider Run Sponsorship

Company Name: _____

Sponsorship Level: _____

Amount Submitted: _____

Please make checks out to the Varsity Alumni Club.

Mailing Address

Torrington Varsity Alumni Club
PO Box 281
Torrington CT
06790