



4689 Price Rd., Gainesville, GA 30506  
(770)540-0986 | 866-372-0296 Fax  
[www.A-BT.org](http://www.A-BT.org)



**16<sup>th</sup> ADA Memorial 5k, 10k, & 1m**  
[www.ADAMemorial.org](http://www.ADAMemorial.org)

Please accept our invitation to join us in 2017 as a sponsor of the 16<sup>th</sup> ADA Memorial. Your sponsorship will affirm your company's commitment to the protections from discrimination that the ADA provides for people with disabilities, to a more inclusive community, and that your company is open to business for the disability community.

### **A Glimpse of the Event**

**When:** July 22, 2017 from 7:00 a.m. – 10:30 a.m.  
**Why:** 27<sup>th</sup> Anniversary of the Americans with Disabilities Act  
**Where:** Historic Square, Downtown Gainesville, GA

Race day registration will begin at 7am and the 5k & 10k will start at 8:15 am. The road race event will begin near the start of Spring Street and the Square, traveling east through the Brenau University Campus Area in Gainesville. The race course travels through Gainesville's stately oaks in the Brenau area, race back towards the square on Brenau Avenue, turning on Bradford Street to make a big circle by the shady Ivey Terrace Park, and ending with a hill heading back to the Historic Square. The 10K travels down and back towards Longwood Pk.

Clay Christy, of Brickhouse Mobile DJ will keep the music flowing, and we'll have great snacks and refreshments for all participants to cool down with. Cool Dri-fit shirts will be awarded to participants, and custom medals go to the top three runners in a 16 different age groups, including wheelchair divisions. The awards ceremony will follow after the conclusion of the running event, and a proclamation. All Sponsor Brands & logos will be prominently displayed on our sponsor board and announced throughout the event, as well as on our organization & event websites.

Expose your business to this great opportunity through our advertising, runner/volunteer shirts, banner, goody bags, banners, vendor spaces and more. We hope you will join us for this important awareness/wellness event for the 27<sup>th</sup> Anniversary of the ADA, and show your company support for this important cause while increasing company wellness.

## The Disability Market

- Of the 55 million of people limited in their activities due to long-term disability...
  - 73% are the heads of households
  - 46% are married
  - 58% own their own homes
  - 77% have no children
  - 48% are principal shoppers
- The discretionary income of people with disabilities is over \$220 billion;
- Of the 69.6 million families in the United States, 20.3 million have at least one member with a disability;
- 4 out of 10 people with disabilities conduct business and personal activities online;
- According to a General Accounting office report, implementing the Access provisions of the ADA has increased revenues in the hotel and hospitality industry;
- Three in four adults say they would be likely to switch to a brand associated with a good cause (Cone/Roper Cause-Related Marketing Trends Report).

There are 5 levels of sponsorship for the *ADA Memorial 5k, 10k, & 1m*

Size of logos on t-shirts, sponsor board and website are based on sponsorship level.

### **Diamond Sponsor - \$2,500**

Logo/Name on: All Advertising, t-shirt, start/finish line inflatable, sponsor board, website logo/link, 2 tables, 25 free race registrations, announcements during event and awards ceremony.

### **Platinum Sponsor - \$1,000**

Logo/Name on: Print Ads, t-shirt, start line banner, website, 1 table, 10 free race registrations, announcements during event and awards ceremony.

### **Gold Sponsor - \$500**

Logo/Name on: T-shirt, website, sponsor board, 5 free race registrations, announcements during event and awards ceremony.

### **Silver Sponsor - \$250**

Logo/Name on: T-shirt, Sponsor board, & Website

### **Bronze Sponsor - \$100**

Name on Sponsor board

Please submit the enclosed Sponsorship Letter and corporate logo by Monday, June 15<sup>th</sup> to ensure proper inclusion in all promotional materials.

Access to a Better Tomorrow, Inc., is a 501(c)(3) non-profit organization whose mission is to ensure Georgians with disabilities have equal opportunities to enjoy life, liberty, and the pursuit of happiness. The ADA Memorial is our organization's main fundraising event. Please email your company logo in .EPS format to the following address to:  
Justin Pressley: <[justinp@a-bt.org](mailto:justinp@a-bt.org)> Phone: (770) 540-0986



**16<sup>th</sup> Annual ADA Memorial 5k Race  
Sponsorship Letter of Agreement**

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Company/Sponsor(s) Name:

Hereby agrees to provide a financial sponsorship for the 16<sup>th</sup> Annual ADA Memorial 5k on Saturday, July 22, 2017 in support of the ADA anniversary. As a sponsor, I agree to submit payment and provide digital art work for online & print media in a timely manner, as well as promote event to the community in applicable company newsletter and website. Runners will sign a liability waiver, and \$1M liability insurance coverage will be in effect for sponsors.

Please check appropriate sponsorship

\_\_\_\_\_ Diamond Sponsor:           \$2,500  
\_\_\_\_\_ Platinum Sponsor:         \$1,000  
\_\_\_\_\_ Gold Sponsor:               \$500  
\_\_\_\_\_ Silver Sponsor:             \$250  
\_\_\_\_\_ Bronze Sponsor:            \$100

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Company

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Address

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City

State

Zip Code

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Representative Name

Email

Phone Number/Fax

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Authorized Signature

Date

Please send completed agreement and make check payable to:  
Access to a Better Tomorrow, Inc. FEIN: 27-4963246  
4689 Price Road, Gainesville, GA 30506-2508  
Email: [justinp@a-bt.org](mailto:justinp@a-bt.org)  
Fax: (866) 372-0296