



August, 2019

Dear Chester County Color 5K supporter,

Now entering its fourth year, the Chester County Color 5K is raising awareness and funds to battle the opioid and heroin addiction crisis in Chester County, and is now responsible for **helping with the complexities of treatment for those who have survived an overdose.**

We all know someone whose life has been shattered by the opioid and heroin epidemic. Chester County remains committed to tackling this scourge through intensive health, education, treatment, and law enforcement measures, coordinated by our Overdose Prevention Task Force. Through the County's innovative COPE program – Community Outreach and Prevention Education – opioid overdose survivors who are being treated in the emergency room at all hospitals in Chester County can meet with a certified recovery specialist within an hour of coming into the ER. The peer specialist engages with the overdose survivor and provides personal support and a direct connection to treatment and recovery services.

The goal of COPE is to move the overdose survivor from the ER to treatment (with their approval) regardless of insurance status, and to work with the survivor and family on how to navigate insurance coverage and ways to get the treatment. The peer specialist also meets with family members to give important information, provide Narcan and educate them how to use it.

The COPE Program has become a reality thanks to the \$110,000-plus raised by the Chester County Color 5K events in 2016, 2017 and 2018. Each year, around 1,000 people have either participated or cheered on participants around the Color 5K course in West Chester. Many of them have personal reasons for taking part and will continue to build teams to honor loved ones who have fallen into addiction or who have lost their lives to opioid and heroin abuse.

Our fourth Color 5K will be held on Saturday, October 5, 2019. There are many sponsorship levels available, and we ask you to join us in the fight to end the opioid and heroin epidemic in Chester County by supporting this year's Color 5K. Monies raised will continue to fund the COPE program. Your commitment through sponsorship will play a crucial role in our efforts. As before, we have teamed up with the Chester County Community Foundation so that **all Color 5K sponsorships can be noted as 501(c)(3) charitable tax deductions.**

Enclosed is information on sponsorship levels for the Chester County Color 5K. **For more information, and to confirm your sponsorship, please contact Rebecca Brain at 610-344-6279 or email rbrain@chesco.org** or pledge your sponsorship at <https://www.surveymonkey.com/r/2B2NXY3>.

Thanking you in advance for your support,

Michelle Kichline
Commissioner

Kathi Cozzone
Commissioner

Terence Farrell
Commissioner

Tom Hogan
District Attorney

Encs.

The Chester County Charitable Fund is a fund of the Chester County Community Foundation. A copy of the official registration and financial information for the Chester County Community Foundation may be obtained by calling the PA Department of State at 1-800-732-0900 (toll free in PA). Registration does not imply endorsement. EIN-23-2773822



2019 Chester County Color 5K Sponsorship Opportunities

Presenting sponsor - \$10,000 (one only)

- Title sponsor on website, banner, t-shirts, and promotional material, exclusive logo on the race photo board
- Press release announcing title sponsorship
- Social media recognition on County Facebook, Instagram and Twitter
- Opportunity to speak before the beginning of the race
- Promotional materials in race bags
- Special PA announcement mentioning sponsor name before the race
- Company name at the finish line and on race photo board
- Ten complimentary race entries

Diamond sponsor - \$7,500

- Logo/company name listed as a sponsor on registration website, banner, t-shirts and promotional material
- Social media recognition on County Facebook, Instagram and Twitter
- Company name at the finish line and on race photo board
- Promotional materials in race bags
- Special PA announcement mentioning sponsor name before the race
- Ten complimentary race entries

Platinum sponsor - \$5,000

- Logo/company name listed as a sponsor on registration website, banner, t-shirts and promotional material
- Social media recognition on County Facebook, Instagram and Twitter
- Logo/company name on color stations (4 stations)
- Promotional materials in race bags, special PA announcement mentioning sponsor name before the race
- Ten complimentary race entries

All sponsorships and donations for the 2019 Chester County Color 5K are tax deductible.

Please make checks payable to "Chester County Charitable Fund"

Beth Harper Briglia
Chester County Community Foundation
28 W. Market Street
West Chester, PA 19382



Gold sponsor - \$2,500

- Logo/company name listed as sponsor on registration website, banner and t-shirts
- Social media recognition on County Facebook, Instagram and Twitter
- Logo/company name on color stations (4 stations)
- Promotional materials in race bags
- Five complimentary race entries

Silver sponsor - \$1,500

- Logo/company name listed as sponsor on registration website, banner and t-shirts
- Social media recognition on County Facebook, Instagram and Twitter
- Promotional materials in race bags
- Four complimentary race entries

Bronze sponsor - \$1,000

- Logo/company name listed as sponsor on registration website and t-shirts
- Social media recognition on County Facebook, Instagram and Twitter
- Promotional materials in race bags
- Three complimentary race entries

COPE sponsor - \$500

- Logo/company name listed as sponsor on registration website and t-shirts
- Two complimentary race entries

Friend sponsor - \$250

- Logo/company name listed as sponsor on t-shirts
- One complimentary race entry

In-kind donations of entertainment/DJ, photography, snacks and drinks, signage, etc. are also welcome.

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