



Run Like Hale, Inc.
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/RunLikeHale10K



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Happy New Year, Sponsors,

I hope you all rang in the new year with the people you love. As most people do, I spent part of New Year's Day planning ahead for the year and setting some goals for the year, some specifically regarding the 5th Annual Run Like Hale (can you believe it's been 5 years already?).

You'll notice I didn't say "resolutions," as those are too easily broken. Instead, I set realistic goals and then create an action plan to achieve them.

My goals for this year's race are:

1. **Set up a 5K Relay option.** I have already created a new race category for 5K teams of two runners! One person will run from the finish line to Long Lake Road and will pass the baton to a partner who then finishes the race. I have had a lot of people suggest a 5K option in the past and after announcing this on Facebook yesterday I already received some very positive feedback. It's a lot easier to train for a 5K (or convince a friend to join you), so I am hoping this will draw in some first-time participants.
2. **Search for corporate sponsorship.** I mailed a few letters out to prospective corporate sponsors asking for a \$4000 donation in exchange for their company name being placed above the race in all advertisements and signage ("_____ Presents the 5th Annual Run Like Hale"). This sponsor would completely cover all of our race expenses and would mean a larger donation would be given to the Leukemia & Lymphoma Society of Michigan. So far, I have not had any takers, but if you know of someone or are willing to split it with another business owner, please let me know!
3. **Increase our LLS donation by 50%.** Last year, we donated \$5000 after all of our expenses were paid. In order to reach this goal I have already cut back on some expenses by purchasing reusable materials last year, such as postcards, signs, banners, etc. If I can also get more sponsors and spend money wisely across the board I would like to increase that to \$7500. If I reach my goal of a corporate sponsor I could nearly double the donation!
4. **Begin recruiting sponsors earlier.** In the past, I have waited too long to begin the sponsor recruitment process, which is why I am sending you this email today. Our success as a race begins with advertisement, and the sooner I can pay for ads the better our chances of increasing our numbers. If you would like to sign up as a sponsor early and help us fund our advertising campaign, please go to <http://runlikehale.com/sponsor-the-race/> and fill out the Sponsorship Application. To pay via PayPal, simply scroll to the bottom of the page and select the item(s) you want to sponsor. If you'd rather send a check, there is a link to print out a paper sponsorship form as well.

Thanks again for being such an integral part of this race for all of these years! If it weren't for the support of local business leaders such as yourselves, we could never have even started this race. Now it has become a tradition for many people around Long Lake and something that has drawn visitors from across the country (and even a few from Canada!). Let's work together to keep it going and make 2017 another stellar year.

Wayne Wheatley

Founder/Race Director

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