



Saturday, December 5, 2009
CALIFORNIA STATE UNIVERSITY, FRESNO
WWW.PELCO.COM/TFT



Toys for Tots

Holiday Fun Run

Dear First Toys For Tots Supporter,

We are very excited to invite you to participate as a Toys for Tots supporter for our second Annual Pelco Toys for Tots Holiday Fun Run 5K Race and 2 Mile Walk/Run to be held on Saturday, December 5, 2009, at Fresno State University, Fresno.

Pelco invites all runners, families, students, businesses, and community organizations to pull out their jingle bells and Santa suits for holiday festivities in the park that everyone can enjoy. Bring your family and four-legged friends to walk, roll, or stroll for a good cause. There will be live holiday music, local vendors, free food, a costume contest, a 1/4-mile kiddie race with Santa, and trophies for the 5K race winners. All participants will receive an event t-shirt and goodie bag.

Now this is where you can help. We are asking our favorite businesses to participate in hopes of collecting a number of donations to be included in the participant goodie bags and also given out at the event. We would love for you to consider making a donation of items or your service(s) for this very worthy cause. We are also seeking Sponsors, so please see the enclosed sponsorship information for more details.

Pelco's efforts to support our U.S. Marine Corps Toys-for-Tots program (tax ID number 20-3021444) continues to set National records, donating over one million toys. *Money raised at this event will be matched by Pelco corporate funds, doubling the impact of your donation to this wonderful program.*

We look forward to the continued success of the Toys for Tots program in helping make the holidays happy for needy children through the contributions of individuals and business like you. Thank you for your time and consideration.

Best Regards,

Pelco



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Sponsorship Packages for the 2008 Toys for Tots Holiday Fun Run (Tax ID #20-3021444)

Diamond Sponsor (\$7,500 donation)

- Logo or name recognition on promotional materials: invitations, posters, programs, etc. (x-large size, top placement)
- Media mentions
- 1 customized Toys for Tots trophy in recognition of their contribution
- Logo or name placed prominently at event (x-large)
- Logo or name recognition in the *Pelco Press*
- Logo and name listed on the run t-shirt (x-large, top placement)
- Web site listing and link
- Large exhibition booth at the event

Platinum Medal Sponsor (\$5,000 donation)

- Logo or name recognition on promotional materials: invitations, posters, programs, etc. (large)
- Media mentions
- Logo or name placed prominently at event (large)
- 1 customized Toys for Tots trophy in recognition of their contribution
- Logo or name recognition in the *Pelco Press*
- Logo and name listed on run t-shirt (large)
- Web site listing and link
- Large exhibition booth at the event

Gold Medal Sponsor (\$2,500 donation)

- Logo or name recognition on promotional materials: invitations, posters, programs, etc. (medium)
- Media mentions
- Logo or name placed prominently at event (medium)
- 1 customized Toys for Tots trophy in recognition of their contribution
- Logo or name recognition in the *Pelco Press*
- Logo and name listed on run t-shirt (medium)
- Web site listing and link
- Exhibition booth at the event



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Silver Medal Sponsor (\$1,000 donation)

- Logo or name recognition on promotional materials: invitations, posters, programs, etc. (small)
- Media mentions
- Logo or name placed prominently at event (small)
- 1 customized Toys for Tots trophy in recognition of their contribution
- Logo or name recognition in the *Pelco Press*
- Logo and name listed on run t-shirt (small)
- Web site listing and link
- Exhibition booth at the event

Bronze Medal Sponsor (\$500 donation)

- Guarantees listing at every recognition opportunity
- Name listed on run t-shirt
- Web site listing and link
- Exhibition table at the event

\$100-\$499 Donations

Guarantees recognition in the event program and on the sign-in registration area on the day of the event, and an exhibition table in the festival area.

For item or service donations, please return below information to Layne Soares, 3500 Pelco Way, Clovis, CA 93612. Please email company logo to: toysfortots@pelco.com

Brief description of your items or service(s): Estimated Retail Value \$_____

 Donor Name

 Donor Company

 Date

 Address

 Phone

 Cell Phone

 E-mail