

December 10, 2015

Dear

Greetings from IRIS- Integrated Refugee & Immigrant Services! We are writing to invite you to become a sponsor of the **2016 Run for Refugees**.

It is impossible to turn on the news these days and not hear about the international refugee crisis. In New Haven, we have been welcoming refugees to our community for over 30 years. They have added to the diversity and cultural richness of our neighborhoods as successful business owners, scholars and playmates for our children.

IRIS provides the foundation to help refugees begin their lives anew after years of persecution, violence and displacement by providing the skills and support that they need to become self-sufficient.



In order to provide these services, IRIS needs your help! The **2016 Run for Refugees, our largest annual fundraiser**, is scheduled for the morning of Super Bowl Sunday, **February 7, 2016**. Last year, over 900 runners and walkers kicked off their Super Bowl festivities early with a brisk run/walk through scenic East Rock Park in New Haven. The event attracts a wide range of participants, including competitive runners, families, IRIS friends, and refugees. They come for exercise, fun, and to support a great cause. The event includes a post-race party with live music, international food, and an awards ceremony.

We welcome you to be part of this great cause. By sponsoring the **Run for Refugees**, you are making a valuable financial donation to help refugees start new lives in Connecticut and supporting this historic American program. Thank you!

Sincerely,



Chris George
Executive Director

Since 2008, the *Run for Refugees* has raised critical funds for essential social services for refugees and has generated awareness about the important work of refugee resettlement. We expect the *2016 Run for Refugees* will draw over 1,000 participants.

Please consider supporting refugees by sponsoring the 2016 *Run for Refugees*.

\$500 – ADVOCATE

- ✓ Logo on race participants' t-shirts (1000)
- ✓ Acknowledgment in e-mail blasts to 10,000
- ✓ Display marketing brochures at event
- ✓ Sponsorship plug at race site
- ✓ Logo exposure on event website and social media
- ✓ **Two** complimentary race registrations and technical t-shirts

\$1,000 – AMBASSADOR

All of the above plus:

- ✓ Included in JB Sports race application catalog distributed to 40,000 households*
- ✓ Acknowledgment in event press releases
- ✓ Display company banner at event
- ✓ **Three** complimentary race registrations and technical t-shirts

*** To be included in JB Sports race application catalog, please reply by January 1, 2016**

\$3,000 – CHAMPION

All of the above plus:

- ✓ Company representative introduced at opening ceremony and participate in awards ceremony
- ✓ Logo on race participants' bibs (1000)
- ✓ Logo on start/finish banner
- ✓ **Five** complimentary race registrations and technical t-shirts

\$5,000 – OLYMPIAN

All of the above plus:

- ✓ Extensive social media promotion
- ✓ Company representative invited to speak at awards ceremony
- ✓ Highlighted on all media public service announcements
- ✓ **Eight** complimentary race registrations and technical t-shirts



YES! We will support refugees by sponsoring the 2016 *Run for Refugees*.

Name/Title: _____

Company: _____

Address: _____

Email: _____ Phone #: _____

\$500 – ADVOCATE

- ✓ Logo on race participants' t-shirts (1000)
- ✓ Acknowledged in e-mail blasts to 10,000 runners
- ✓ Display marketing brochures at event
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**Please make checks payable to “IRIS”
and return with this form to:**

Nadine Koobatian, Development Manager
IRIS- Integrated Refugee & Immigrant Services
235 Nicoll Street, 2nd Floor
New Haven, CT 06511

To be included in JB Sports race application catalog, please reply by January 1, 2016.

If you have questions, please contact Nadine Koobatian at (203) 562-2095 or nkoobatian@irisct.org

