



16th Annual Chesty Puller Memorial Twin Bridge 10K

March 8, 2024

Greetings!

I am pleased to announce that the Town of West Point will host our 16th Annual Chesty Puller Memorial Twin Bridge 10K on Saturday, June 22, 2024. General Lewis B. "Chesty" Puller, a native of West Point, is the most decorated United States Marine in history. The nickname "Chesty" was given to him because of his barreled chest and his courage and devotion to duty. Participants of our 10K will run past the plaque in honor of Chesty at Beach Park, as well as his homeplace, both located on 1st Street in historic downtown West Point.

I am writing to ask for your consideration in becoming a sponsor of the event. Included with this letter is a form that provides details about the benefits of each sponsor level. Additionally, we are asking for items to promote your business that can be included in bags for our race participants.

The deadline to confirm your partnership as a sponsor is Friday, April 26, 2024. Your early commitment will allow us to recognize your business as we publicize our event. The Chesty Puller 10K is promoted via our Town of West Point social media channels and website, our Visit West Point & King William County social media channels and website, local and regional event calendars, Virginia.org, and more. The event is advertised across the Commonwealth of Virginia as well as up and down the East Coast.

In addition to sponsors, we are offering vendor spaces inside West Point Town Park. If you are interested in becoming a vendor, please see additional details on the included sponsor/vendor application.

Please contact me at 804-843-3330 or manderson@west-point.va.us with questions. We are grateful for your consideration and support!

Sincerely,

Melissa Anderson
Communications Manager and Events Coordinator





16th Annual
Chesty Puller Memorial Twin Bridge 10K
Race Date – Saturday, June 22, 2024

YES! I would like to become a **SPONSOR and/or VENDOR**
for the 2024 Chesty Puller Memorial Twin Bridge 10K!

Business/Organization Name: _____

Contact Person: _____

Mailing Address: _____

Daytime Phone #: _____

Email Address: _____

Yes, I would like to participate as a sponsor at the level of:

_____ **Bronze Sponsor - \$100**

_____ **Silver Sponsor - \$250**

_____ **Gold Sponsor - \$500**

_____ **Platinum Sponsor - \$1000**

(See sponsor levels and benefits on page four.)

Donation items for runner bags: _____

Recommended donations for runner bags: coupons to local businesses, items with company logo (e.g., water bottles, key chains, calendars, magnets), flyers to promote your business, etc.

**Please email a high-resolution copy of your business logo to Melissa Anderson at
manderson@west-point.va.us.*

Yes! I would like to participate as a vendor at this race for \$50. Yes No

Type of Items for Sale: _____

Type of Display: _____

- Vendors will be allowed to set up at Town Park inside the fenced area during the event.
- Spaces are assigned on a first come, first serve basis.
- Booth size is approximately 10 x 10.
- Each exhibitor is responsible for his/her own display—electricity is not provided.
- Vehicles will not be allowed to drive inside the fenced area. Alleys are located on either side of the park to load and unload. Arrive as early as you can—the race begins at 7:30 a.m.

The deadline to partner with us as a sponsor and/or become a vendor is Friday, April 26, 2024. Please make checks payable to “Town of West Point.”

Please send this form and payment to:

Town of West Point
Chesty Puller Memorial Twin Bridge 10K Run
P.O. Box 152
West Point, VA 23181

For questions, please contact Melissa Anderson, Communications Manager and Events Coordinator at 804-843-3330 or manderson@west-point.va.us.

 **Bronze Sponsor - \$100**

Logo and Name on Race T-Shirts

 **Silver Sponsor - \$250**

Advertisement on Facebook, Instagram, and Twitter
Chesty Puller 10K, Town of West Point, Visit West Point & King William County

Advertisement on Town Website
www.west-point.va.us

Bronze Sponsor Benefit

 **Gold Sponsor - \$500**

Logo and Name on Runner Bags

Advertisement along Racecourse

Silver Sponsor Benefits

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

Advertisement in the Tidewater Review

5 Race T-shirts

Gold Sponsor Benefits