



The Melanie Foundation, Inc.
245 Washington Street #4666
Saratoga Springs, NY 12866

Maria Palmer Maurer
The Saratoga Palio Race Director
917.656.2821 (C)
raceinfo@themelaniefoundation.com
TheMelanieFoundation.com

Dear Community Member:

The Melanie Foundation is proud to host the 12th annual Saratoga Palio: Melanie Merola O'Donnell Memorial Race on September 17, 2017. To help prepare for this special event, we are seeking corporate donations and volunteers.

Established to honor the life of Melanie Merola O'Donnell, a Saratoga Springs native, the race showcases Saratoga Springs and provides businesses with the opportunity to reach more than 2,000 runners, volunteers, and fans. To receive broad recognition, the race and its sponsors are actively promoted through local and national media, press releases, the Internet, and social media.

Over the past few years, this race has grown to attract participants and spectators from around Saratoga, the Capital Region, and across the nation. The event features an inspiring course through scenic Saratoga Springs, including Saratoga Spa State Park and many parts of downtown, and finishes in Congress Park. Our goal is to continue to make this a premier running event, and encourage all levels of participants to challenge themselves the way Melanie did on a daily basis.

Funds from the race help endow a scholarship fund in Melanie's honor. The scholarships are awarded each year by The Melanie Foundation to candidates pursuing a doctoral or master's degree in the mental health field.

This year, funds raised will also be donated to The Senior Support Services of the Saratoga Senior Center. The Senior Support Services of the Saratoga Senior Center is working to empower seniors to achieve and maintain personal independence and individual well being.



The Melanie Foundation, Inc.
245 Washington Street #4666
Saratoga Springs, NY 12866

Maria Palmer Maurer
The Saratoga Palio Race Director
917.656.2821 (C)
raceinfo@themelaniefoundation.com
TheMelanieFoundation.com

Melanie Merola O'Donnell led an inspirational life that was tragically cut short. Throughout her life, Melanie worked to help people in need through her focus on crisis counseling and victim assistance. She worked with the National Organization for Victim Assistance (NOVA) and, after coordinating the care of almost 40 crisis response teams in New York City and Washington post the September 11 attacks, spent several weeks on location helping grieving families. Locally, Melanie was influential in the creation of a community-based crisis response team and formed Saratoga Families – a support group for adoptive families. For all her efforts, she was honored in 2004 as the first recipient of the Melanie Merola O'Donnell Award for Excellence.

Melanie lived her life with honesty, passion, courage, humor, and compassion and touched the lives of many. We are running in her honor so that her legacy lives on, and your support will help this worthy cause and the Capital Region community.

If you are interested in being a part of the excitement by becoming a sponsor, please take a look at the sponsorship level descriptions accompanying this letter. We also hope that you and/or your employees will join us on September 17th as a runner, walker, or volunteer.

If you have any questions about the race or donations, please e-mail Maria Palmer Maurer at raceinfo@themelaniefoundation.com. For more information, please visit our website at www.TheMelanieFoundation.com.

Thank you in advance for your interest and support.

Sincerely,

The Saratoga Palio: Melanie Merola O'Donnell Memorial Race Committee

Alicia Baker	Ray Harrington	Josh Merlis	Colleen Sanita
Shannon Britten	Dr. Richard Kim	Michelle Merola	Jennifer Sarver
Kevin Corcoran	Janeen Leary	Vicki Merola	Gene Waters
Kim Donegan	Danielle Manupella	Paul Mueller	Kara Waters
Colleen Firehock	Maria Palmer Maurer	Sheila Noonan Dunston	Olivia Waters
Joannie Rogers-Harrington			

Event Overview: The Saratoga Palio: Melanie Merola O'Donnell Memorial Race welcomes local and regional athletes who want to show support to Melanie's family and friends by running or walking. We are very excited for this year's event and are confident it will have a positive community response yet again.

Date/Starting Line: Sunday, September 17, 2017
Saratoga Springs City Center, 522 Broadway, Saratoga Springs, NY 12866

Goal: The Melanie Foundation was established to raise money for a scholarship fund in Melanie's honor as well as to donate to other charities. The annual scholarship is awarded to a candidate pursuing a doctoral or master's degree in the mental health field. It is our hope to continue this tradition for many years to come with your continued support. For additional details regarding the scholarship, please visit www.TheMelanieFoundation.com

Race Coordination: Marie Palmer Maurer, Race Director, 917-656-2821

Website: www.TheMelanieFoundation.com



The Melanie Foundation, Inc.
245 Washington Street #4666
Saratoga Springs, NY 12866

Maria Palmer Maurer
The Saratoga Palio Race Director
917.656.2821 (C)
raceinfo@themelaniefoundation.com
TheMelanieFoundation.com

SPONSORSHIP LEVELS

DIAMOND SPONSOR

\$3000 and up/\$4500 in-kind

- Prominent placement of company name or logo on T-shirt going to all preregistered runners/walkers
- Recognition as a diamond sponsor at pre- and post-race events and on posters at race event
- Complimentary vendor space at pre-race expo
- Opportunity to provide promotional information or product samples
- Opportunity to hang company banner on race route or pre- or post-race grounds
- Recognition as a diamond sponsor during announcements on race day
- Free registration for 8 employees or 8 event T-shirts (September 1 deadline)

PLATINUM SPONSOR

\$1000 and up/\$1500 in-kind

- Company name or logo on T-shirt going to all preregistered runners/walkers
- Recognition as a platinum sponsor at pre- and post-race events and on posters at race event
- Opportunity to provide promotional information or product samples
- Opportunity to hang company banner on race route or pre- or post-race grounds
- Recognition as a platinum sponsor during announcements on race day
- Free registration for 4 employees or 4 event T-shirts (September 1 deadline)

GOLD SPONSOR

\$500 and up/\$750 in-kind

- Company name or logo on T-shirt going to all preregistered runners/walkers
- Recognition as a gold sponsor at pre- and post-race events and on posters at race event
- Opportunity to include promotional information or product samples
- Opportunity to hang company banner on pre- or post-race grounds
- Free registration for 2 employees or 2 event T-shirts (September 1 deadline)

SILVER SPONSOR

\$250 and up/\$375 in-kind

- Company name on T-shirt going to all preregistered runners/walkers
- Recognition as a silver sponsor at pre- and post-race events and on posters at race event
- Opportunity to include promotional information or product samples
- Free registration for 1 employee or 1 event T-shirt (September 1 deadline)

SPONSOR

\$100 and up

- Company name on T-shirt going to all preregistered runners/walkers
- Recognition as sponsor on posters at race event

Please make checks payable to The Melanie Foundation, Inc. Your support (donation or in-kind) is welcome and greatly appreciated!

ADDITIONAL SPONSOR OPTIONS

Underwriting or in-kind donations

Here is a list of items that are needed to make our race a successful one:

- Half marathon medals
- Race bags
- Age-group finisher prizes
- Decals/stickers

Please contact Sheila Noonan Dunston for more information.
racesponsorship@themelaniefoundation.com
917.660.6790



The Melanie Foundation, Inc.
245 Washington Street #4666
Saratoga Springs, NY 12866

Maria Palmer Maurer
The Saratoga Palio Race Director
917.656.2821 (C)
raceinfo@themelaniefoundation.com
TheMelanieFoundation.com

SPONSORSHIP AGREEMENT

Yes! We want to contribute to The Melanie Foundation, Inc.
We will sponsor the race as selected below:

- _____ Diamond Sponsor (\$3000 and up/\$4500 in-kind)
- _____ Platinum Sponsor (\$1000 and up/\$1500 in-kind)
- _____ Gold Sponsor (\$500 and up/\$750 in-kind)
- _____ Silver Sponsor (\$250 and up/\$375 in-kind)
- _____ Sponsor (\$100 and up)

If you are making a donation at one of the levels listed above, please send an e-mail containing an attachment of your black-and-white logo in EPS format to raceinfo@themelaniefoundation.com.

_____ We would like to donate the following goods or services (please include the value of the donation)

_____ We are not able to participate as a full sponsor, but would like to make a donation of \$ _____

Company Name: _____

Address: _____

Contact Person: _____

Telephone: _____

E-mail: _____

Please make checks payable to:
The Melanie Foundation, Inc.

(Tear here)

(Tear here)

Sponsorship Receipt

Keep this receipt for your records. Your donation to The Melanie Foundation, Inc. is tax-deductible to the extent allowed by law.

Tax ID # 41-2192968

Date: _____

Donation Amount: _____

Check #: _____