



TORTOISE AND HARE RACE

St. Matthews Area Ministries
201 Biltmore Road
Louisville, KY 40207

ST. MAM – CELEBRATING 39 YEARS

August 9, 2011

Dear friends,

St. Matthews Area Ministries is pleased to announce the FOURTEENTH annual ***“TORTOISE AND HARE” 5k Run/Walk***. This event partners with the long-standing tradition in St. Matthews, the Bethel-St. Paul **Turtle Soup Festival**, which observes its 82nd anniversary this year. **The race will take place on Saturday morning, September 24th**. We are asking your business to be a sponsor of this year’s event. It is important that we hear from you as soon as possible to allow for collection of logos, setup of the Race Brochure, printing and mailing.

Three levels of sponsorship are available in underwriting the race: **GOLD SPONSOR (\$750)**, **SILVER SPONSOR (\$500)**, and **BRONZE SPONSOR (\$250)**. Please see the **“Sponsor Benefits”** page enclosed for complete information regarding sponsor benefits.

Take a moment to peruse the enclosures: (1) Copy of **last year’s “Tortoise & Hare” Registration Flyer**; (2) **Sponsor Benefits**; (3) **Programs & Partners Listing**; (4) **Purpose Statement**; and (5) **Brochure**.

ST. MATTHEWS AREA MINISTRIES, now observing its 39th year of service, has a famous reputation in addressing community needs. Proceeds go toward supporting the work of St. MAM, a work that is perhaps more necessary than ever.

St. MAM is an ecumenical community ministry composed of 14 member congregations/parishes representing more than 30,000 members. Sponsors receive a nice return for their sponsorship investment and advertising dollars (see **Sponsor Benefits**).

An immediate email from you to me indicating YES, NO, or MAYBE would be very helpful. Should you have any questions, please contact me at O:893-0205 or by C:681-7997. You may email me at danglane@stmam.com and I do hope to hear from you within 48 hours. Thanks for your kind consideration.

Sincerely,

Dan G. Lane
Executive Director, St. MAM
