



COUNCIL ON AGING
TOWN OF ARLINGTON
27 MAPLE STREET
ARLINGTON, MASSACHUSETTS 02476-4909
(781) 316-3400 fax (781) 316-3409



June 21, 2019

To: The Arlington Select Board

From: Susan Carp, Executive Director

RE: Arlington for All Ages 5K Race

The Council on Aging, through the Health and Human Services Charitable Corporation, is seeking approval to host the annual, Arlington for All Ages 5K on Sunday, September 8, 2019. This is a particularly exciting year given the approval of the renovation of the Senior Center and the newly approved renaming to the Arlington Community Center.

The race is USATF Certified and will be under the supervision of North Shore Timing Company. The race route and the cheering crowds will be the same as in previous years. This year fifty percent of the proceeds will be donated to the Arlington Community Center Capital Campaign fund, www.arlingtoncommunitycenter.org. We are working with DSA Consultants of Arlington and have created the web site www.arlington5k.com for runners to register and providing an opportunity for those visiting that web site to donate to the race.

This packet includes the draft of the sponsor letter, sponsorship commitment form, sponsorship opportunities, map of the course and course narrative. We will continue to need police detail.

We appreciate your consideration and support for what has become a community friendly event for all ages!

Susan Carp

Date

Business

Support the Arlington Community Center through Arlington for All Ages 5K!

Dear NAME,

The Arlington Council on Aging will once again be raising funds through our signature 5K race *Arlington for All Ages*. Fifty percent of the funds raised in the 2019 race directly support the Capital Campaign to furnish the Arlington Community Center. This project will deliver a 21st century facility aimed at meeting the unique and evolving needs of the Arlington community, ultimately transforming the Arlington Senior Center as we know it into the new Arlington Community Center.

We invite XXXX to show their support of the community through a corporate sponsorship. The enclosed pamphlet contains details of our corporate sponsorship opportunities for this event. Each year the Arlington for All Ages 5K has over 400 participants and hundreds of fans along the route. The race will be held on Sunday, September 8, 2019, starting in front of the Arlington Town Hall and finishing in front the Senior Center. Your corporate support toward our fundraising efforts will significantly impact our organization. Sponsorship is fully tax-deductible through the Health and Human Services Charitable Corporation.

When finished in the Fall of 2020 the Arlington Community Center will be a multipurpose facility where more than 2,000 Arlington residents attend classes in art, foreign languages, writing, and technology, enjoy cultural events, luncheons with entertainment, take exercise classes, eat meals, attend lectures, participate in book clubs and interact with young people through intergenerational programs, and much more. New accommodations will ensure a modern, comfortable and accessible space that is truly a destination for Arlington's residents.

As a community-based and community-focused organization that promotes friendship and connection, we want everyone to be involved in our success. Because you are a business in our community we are requesting your support. Please use the enclosed envelope to contribute. Thank you for supporting and promoting the wellness of Arlington's seniors.

If you would like additional information or if you have any questions, please contact Kristine Shah at 781-316-3403 or KShah@town.arlington.ma.us.

Sincerely ,

Susan Carp,
Executive Director
Council on Aging
Town of Arlington

Arlington for All Ages 5k

Sunday, September 8th, 2019

Proceeds to this year's race supports the Arlington Council on Aging as they furnish the newly renovated Arlington Community Center. For more information on this project, visit arlingtoncommunitycenter.org.



SPONSORSHIP OPPORTUNITIES

Platinum: \$1,500

- Logo featured on T-shirt
- Logo on event website
- Recognition on Council on Aging social media
- Logo on day of event signage
- Announcement of sponsorship on race day
- Opportunity to display company banner on race day
- Four complimentary race entries (includes T-shirts)

Gold: \$1,000

- Logo featured on T-shirt
- Logo on event website
- Recognition on Council on Aging social media
- Logo on day of event signage
- Opportunity to display company banner on race day
- Two complimentary race entries (includes T-shirts)

Silver: \$500

- Logo featured on T-shirt
- Company name listed on website
- Recognition on Council on Aging social media
- Logo on day of event signage
- Opportunity to display company banner on race day

Bronze: \$250

- Company name listed on website
- Recognition on Council on Aging social media
- Logo on day of event signage

Arlington for All Ages 5k

Sunday, September 8th, 2019

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SPONSORSHIP COMMITMENT FORM

Yes, we would like to sponsor Arlington for All Ages 5k at the:

- Platinum: \$1,500 Sponsor Level
- Gold \$1,000 Sponsor Level
- Silver \$500 Sponsor Level
- Bronze \$250 Sponsor Level

- We are not interested in sponsorship at this time but we would like to give a donation of \$_____

Name and Title _____

Company or Organization _____

Address _____ City _____ State _____ Zip _____

Email _____ Phone _____ Fax _____

I would like to contribute by:

- Website (*Donate at arlingtoncommunitycenter.org*)
- Personal Check (*Please enclose check in the envelope payable to Arlington Health and Human Services Charitable Corporation and send to 27 Maple Street, Arlington, MA 02476*)
- Credit Card (*Please fill in billing address below*)

- Cover our payment processing fees (approximately 3%)

Please bill my/our credit card

- Visa MasterCard AMEX Discover

Card Number _____ Security/CW Code _____

Expiration Date _____ Billing Zip Code _____

Billing Address Same as above

Signature _____



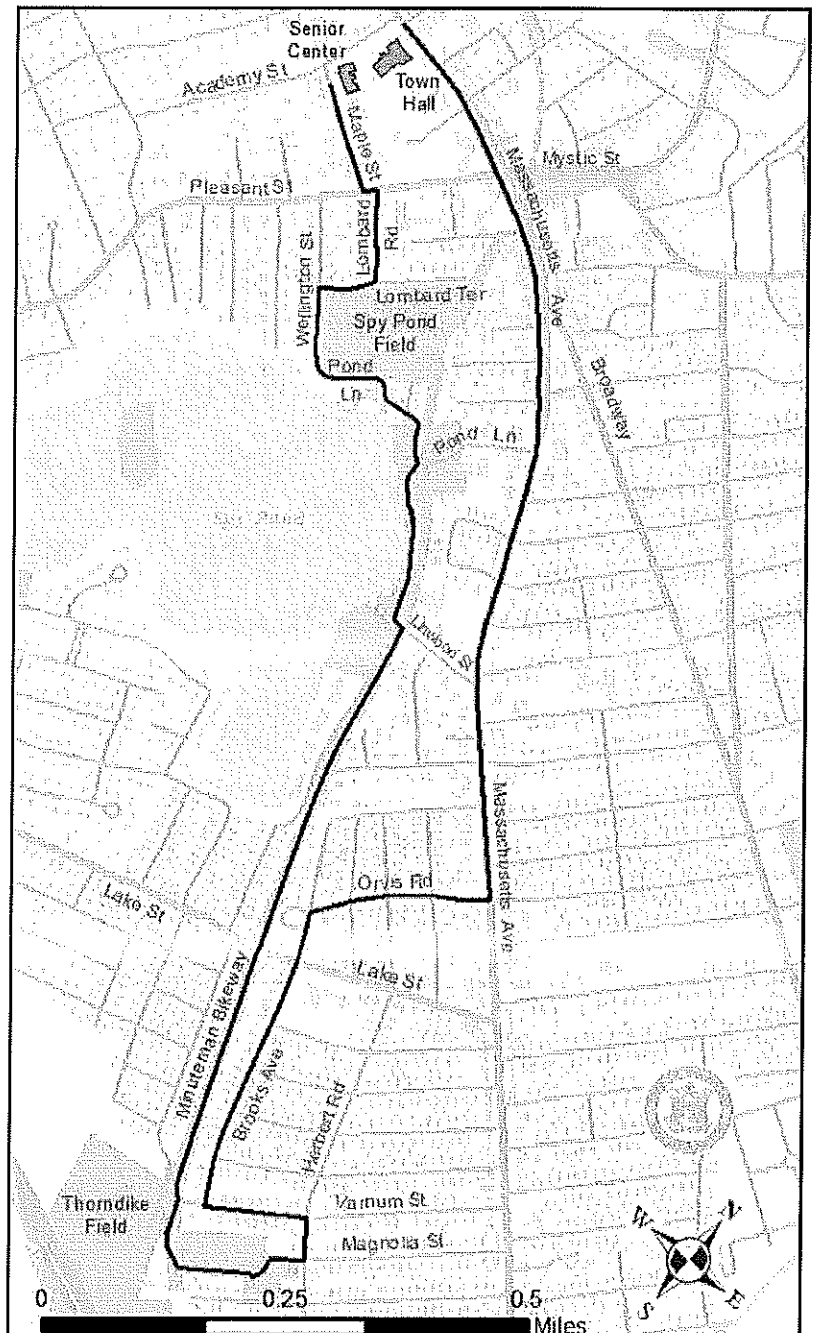
Participant Information and Course Map for the 2019

Arlington for All Ages 5K Race

Health and Human Services Charitable Corporation
FBO the Arlington Council on Aging

Sunday, September 8, 2019 at 10 AM
Benefits the Arlington Council on Aging

- "USATF CERTIFIED"
- Post-race celebration!
- Free wicking T-shirt if you register by August 26, 2019
- Electronic Bib Tag Timed
- A fairly flat, fast course
- Race capped at 600; rain or shine



Arlington for All Ages 5K Race

September 8, 2019

Susan Carp, Race Director

SAFETY PRECAUTIONS:

Police Detail for traffic control, partial lane closures, cones to define runners lane, volunteers at all turns to keep runners on course, Armstrong Ambulance will be on site, and the COA Nurse will be on site at all times of the race. Water will be available at the Start/Finish as well as free food at the end of the race. All volunteers on the course will have cell phones with the race director's number keyed in. Race Director will alert emergency responders if a problem is noted.

Race Course and Directions to follow:

Starting from Town Hall on Massachusetts Ave

- Head east on Massachusetts Ave toward Court Street*
- Turn right on Orvis Road*
- Turn left at Brooks Ave*
- Turn left at Varnum*
- Turn right at Herbert Rd.*
- To Magnolia Park across from Magnolia Street*
- Follow Bike Path to Pond Lane cut off
- Head Northwest on Pond Lane toward Pond Terrace
- Take the 2nd right onto Lombard Terrace*
- Take the 1st left onto Lombard Road*
- Turn left at Pleasant Street*
- Take the 1st right onto Maple Street*
- Arrive at Maple Street Finish

*Police Detail will be at this location

Motorcycle detail will lead and follow Race Course