



Underground Fitness, LLC
(DBA) CrossFit Northern Kentucky
5785 B Constitution Drive • Florence, Kentucky 41042
Phone: (859) 496-0995 • www.crossfitnky.com

Dear Friends and Sponsors,

CrossFit is a great way to stay in shape and is one of the fastest growing sports worldwide. We are beyond excited to announce our Fourth annual CFuNKY ThrowDown, hosted by CrossFit Northern Kentucky on November 5, 2016. At this event we will have the top 80 athletes from Ohio, Kentucky and Indiana showing their CrossFit skills, and competing for prizes.

The success of the CFuNKY ThrowDown is not possible without the generosity and effort put forth by our sponsors who lend their names and financial support to the event. The prizes we are able to offer the athletes is a critical component of attracting athletes from more distant locations as well as rewarding athletes who commit their own financial resources in order to become top competitors.

For sponsors, this is an opportunity to see healthy returns for their brand. By participating, you will be able to communicate with a diverse audience committed to a fun and healthy lifestyles. In addition, your brand will benefit from exposure before, during and after the event, through media campaigns, promotional efforts and the various websites promoting this event. You will also enjoy excellent exposure to other CrossFit Affiliates and athletes who are an important segment of your target audience.

Some of the benefits of sponsorship include:

- Company logo on website (with link to your website)
- Company banner displayed at event (provided by sponsor)
- Company logo on the event t-shirt given to all athletes, judges, and volunteers
- Display table for your Company use at the event (products and services may be sold)
- Company literature and promo items in athlete's gift bags (provided by sponsor)
- Announcement of Company name and sponsorship level in event communications

Thank you in advance for considering being one of this year's sponsors, we hope you will get behind this great event. Currently, we offer five levels of sponsorships that are detailed on the attached Sponsorship Commitment Form. You may select the level of participation that best meets your needs. I will be happy to answer any questions you may have. Please confirm your sponsorship by returning to us the Sponsorship Commitment Form. You may also contact me at 859-496-0995 or at kendra@crossfitnky.com.

We are grateful for your willingness to support the Fourth Annual CFuNKY ThrowDown!

Sincerely,

Kendra Ross
CrossFit Northern Kentucky
Kendra@crossfitnky.com



2016 CFuNKY SPONSORSHIP PACKAGES

Title Sponsor - (Only 1 available) - \$800.00 or more

- Promotional announcements prior, during & after the FINAL WOD
- Company logo on all promotional material
- FaceBook, Instagram, and Twitter posts (Info about your company & link to your page)
- Custom Banner displayed at event
- Company logo on the event t-shirt to all athletes, judges, and volunteers

Platinum Sponsor (Only 5 available) - \$500.00 or more

- Sponsor 1 of the 5 WODs, promotional announcements prior, during & after WOD (Spectator WOD, WOD 1, WOD 2, WOD 3)
- FaceBook, Instagram, and Twitter posts (Info about your company & link to your page)
- Company banner displayed at event (provided by sponsor)
- Company logo on the event t-shirt to all athletes, judges, and volunteers

Gold Sponsor - \$250-499.00

- FaceBook, Instagram, and Twitter posts (Info about your company & link to your page)
- Company banner displayed at event (provided by sponsor)
- Company logo on the event t-shirt to all athletes, judges, and volunteers
- Announcement of Company name and sponsorship level in event communications

Silver Sponsor - \$100 - 149.99

- Company banner displayed at event (provided by sponsor)
- Company logo on the event t-shirt to all athletes, judges, and volunteers
- Announcement of Company name and sponsorship level in event communications

Bronze Sponsor - \$50.00 - 99.00

- Announcement of Company name and sponsorship level in event communications

Other: A donation in goods, services, or cash in the amount less than \$50.00

- See below

****All sponsorships include:**

- Display table for your company us at the event (products & services may be sold)
- Company logo on website (with link to your website)
- Company literature and promo items in athlete's gift bags (provided by sponsor)

2016 CFuNKY SPONSORSHIP COMMITMENT FORM

_____ Yes, I would like to be a sponsor for Fourth Annual CFuNKY ThrowDown.

Please check the level of sponsorship at which you would like to participate:

_____ \$800+ Title Sponsor (Donation in goods, services, or cash)

_____ \$500+ Platinum Sponsor (Donation in goods, services, or cash)

_____ \$250+ Gold Sponsor (Donation in goods, services, or cash)

_____ \$100+ Silver Sponsor (Donation in goods, services, or cash)

_____ \$50+ Bronze Sponsor (Donation in goods, services, or cash)

_____ Other: A donation in goods, services, or cash in the amount of _____

Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____