

*2012 Sponsorship Packages*



**Miles for  
Makayla**



**2012 5K RUN/WALK**

*Presented by the...*





*The Makayla Joy Sitton Foundation is pleased to announce its  
2<sup>nd</sup> Annual Miles for Makayla 5K Run/Walk*

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The 2<sup>nd</sup> Annual Miles for Makayla 5K Run/Walk will be held on Saturday, November 17, 2012 starting at the Abacoa Town Center Amphitheater in Jupiter, Florida. Last year's inaugural Miles for Makayla attracted close to 700 participants and *extensive* media coverage. We expect even more people will turn out this year to support this uplifting community event, which honors a very special child. Attached you will find *Makayla's Story*, a brief narrative for you to learn more about Makayla's life.

Committed to honoring the life and light of Makayla Joy Sitton, our Foundation's mission is to inspire families through the arts and education, giving children in need the chance to enjoy the same creative pursuits that Makayla so lovingly embraced. We achieve this by funding scholarships and other programs in our community dedicated to enriching the minds and spirits of our children, and equipping families for a strong tomorrow. The Foundation is a registered 501(c)(3) non-profit organization made up entirely of volunteers to ensure the maximum benefit to our community.

Thanks to our volunteers, participants, and sponsors last year's event was an overwhelming success. As a result, our Foundation was able to provide more than 15 music, dance, and choral scholarships to deserving children in our community- all in memory of 6 year old Makayla Joy Sitton.

The Foundation would be thrilled to partner with your organization in order to bring this event to our community once again. Various advertising opportunities are available as set forth in the attached sponsorship packages. All sponsorships must be **received by September 1, 2012** to guarantee your name and company logo in our race brochure.

Please visit us at [www.MilesForMakayla.com](http://www.MilesForMakayla.com) for more information.

Your involvement in the 2<sup>nd</sup> Annual Miles for Makayla 5K Run/Walk promises to have an everlasting impact for your organization long after the last runner crosses the finish line! If you are interested in a sponsorship, please contact Shannon Favole at 561-309-0554 or [shannon@makaylajoystittonfoundation.org](mailto:shannon@makaylajoystittonfoundation.org).



PO Box 1283 Jupiter, FL 33468-1283  
[www.makaylajoystittonfoundation.org](http://www.makaylajoystittonfoundation.org)



## *Sponsorship Packages*

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**We are offering several sponsorship packages to choose from. Opportunities include everything from logos on t-shirts to having a table and tent on race day to promote your business. Please take a look below and see what best fits your unique business needs.**

### **PRESENTING SPONSORSHIP-\$3,000\***

**Presenting sponsor will receive top billing on all race promotional material. This will include sponsor name and/or logo reference on race marketing materials, website and Facebook page, media press releases, and race day PA announcements as PRESENTER OF THE RACE**

- Name and logo displayed on back of official event T-shirt, at top and largest print
- Name and logo displayed on Miles for Makayla website and on Facebook page; sponsor logo will be linked to sponsor website
- Name and logo displayed on race brochure and posters advertising the race (if received prior to printing deadline)
- Presenting sponsor recognition on PA announcements on race day
- Presenting sponsor recognition on press releases to radio, print, television and website media outlets promoting the race
- Name and logo displayed on all race banners promoting the race
- 10 x 10 tent, one 8 ft table and 4 chairs on race day to promote your company (sponsor to provide own signage/banner for tent)
- 8 race entries and 8 official event T-shirts

\*Two presenting sponsorships available; \$5,000 for exclusive presenting sponsorship

## UNICORN SPONSORSHIP-\$1,500

- Sponsor logo displayed on back of official event T-shirt
- Sponsor logo displayed on Miles for Makayla website; sponsor logo will be linked to sponsor website
- Sponsor logo displayed on race brochure and posters advertising the race (if received prior to printing deadline)
- Sponsor mention on PA announcements on race day
- Table and 2 chairs provided for race day to promote your company (sponsor to provide own signage/banner for table)
- 6 race entries and 6 official event T-shirts

## BEAR'S CASTLE SPONSORSHIP-\$500

- Sponsor logo displayed on back of official event T-shirt
- Sponsor logo displayed on Miles for Makayla website
- Sponsor logo displayed on race brochure and posters advertising the race (if received prior to printing deadline)
- Sponsor mention on PA announcements on race day
- Sponsor may bring table and signage to promote company
- 4 race entries and 4 official event T-shirts

## THE DASH SPONSORSHIP-\$250

- Sponsor logo displayed on Miles for Makayla website
- Sponsor logo displayed on race brochure and posters advertising the race (if received prior to printing deadline)
- Sponsor mention on PA announcements on race day
- Sponsor logo displayed on sponsor board
- 2 race entries and 2 official event T-shirts

## FRIENDS OF MAKAYLA SPONSORSHIP-\$100

- Sponsor logo displayed on Miles for Makayla website
- Sponsor logo displayed on race brochure and posters advertising the race (if received prior to printing deadline)
- Sponsor logo displayed on sponsor board

In-kind sponsorships available for *Unicorn, Bear's Castle, The Dash* or *Friends of Makayla* sponsorships. Marketing package received will be commensurate with value of in-kind donation.

The Makayla Joy Sitton Foundation is a registered 501(c)(3) non-profit organization. You may also make tax deductible donations by visiting [www.makaylajoysittonfoundation.org](http://www.makaylajoysittonfoundation.org).

**THANK YOU FOR YOUR SUPPORT!!**



## The Story of Makayla Joy



*"In the end, it's not the years in your life that matter;  
it's the life in your years."  
- Abraham Lincoln*

People across the nation, even throughout the world, have followed the Sitton's story since their tragedy on Thanksgiving 2009, when their beautiful six year old daughter, Makayla Joy, was murdered in her bed. As a result, many have been drawn to Makayla's life. She has left a lasting impression on all those who knew her—and those who never even met her. Though her years on this earth were short, what remains is the love she shared and the effect her legacy still has on others today.

Ask anyone who knew her, and they'll tell you, Makayla was special in every way. She was a sweet, bright, kind, and caring child. Her heart was filled with faith and she showed wisdom beyond her years. As Makayla was home schooled, she grew in character, purity of heart and love for the Lord and others. She was known for being diligent, thoughtful and very polite. She loved to learn and had a gift for memorizing and reciting Bible verses, psalms and poetry.



Makayla also loved to sing, dance and above all, she loved to read. She began reading at the age of two. Books were her favorite pass time-she read books morning, noon and night. Makayla had such a vivid imagination and loved to pretend and tell stories. Jim and Muriel would often tell Makayla that she might be an author one day. At last, she is an author with the release of her storybook called "The Bear's Castle".

The Sitton's hopes and dreams came to a shattering halt when on November 26, 2009, they suffered an unspeakable tragedy. On Thanksgiving Day, when their family was giving praises and thanks to God, a killer came uninvited into their home and massacred 4 family members, including Muriel's mother and six year old Makayla who had been tucked into bed for the night.



Not a day goes by that the Sittons don't long or ache for their daughter. But through the anguish and the tears, they have made it their mission to keep Makayla's light shining. As a result, the





Sittons established the Makayla Joy Sitton Foundation as a way to carry on their daughter's memory and legacy while enriching the lives, minds, and spirits of other children in need. They truly hope to pass on the "Joy" that Makayla so enthusiastically showered on everyone she met. Makayla's love and spirit remain alive in the hearts of her parents, family, friends, and the many who have been and will continue to be, touched by her story.

*Makayla multi-tasking, playing piano in her tutu!*



*Makayla at age 5, just before she was baptized.*



*A favorite pastime... playing pretend!*



*Makayla loved getting flowers after recitals!*





*Sponsorship Commitment Form*  
*Race Date: Saturday, November 17, 2012*  
*Abacoa Town Center, Jupiter*

Sponsorship Level: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

URL\*: \_\_\_\_\_

\*For logo link on Miles for Makayla website for Unicorn and Presenting sponsor levels.

Please email your company logo in PDF, TIFF or Vector/EPS format to (**JPEG not acceptable**):  
[Julie@makaylajoystittonfoundation.org](mailto:Julie@makaylajoystittonfoundation.org)

Please make your check payable to the Makayla Joy Sitton Foundation, Inc. Mail your form along with a copy of your company logo and payment to: PO Box 1283, Jupiter, FL 33468-1283.

**All sponsorship forms and payment must be received by September 1, 2012 to guarantee your name and company logo in our race brochure.**

