



Night Owl Run
 PO Box 791
 Livingston, MT 59047
 EIN – 46-3597701



August 3rd, 2020

Dear Annual Sponsor,

The Night Owl Run is just around the corner. Like most of 2020, our 12th annual Night Owl Run will look a little different. With CoVID restrictions we have made the decision to transition to a virtual race. This will allow participants to complete the 4.06 mile race whenever and wherever. Virtual races are great for all levels of runners. Beginners can break up the race into different days and expert runners can complete the race at a pace or location that will challenge them.

While there are many changes this year, several aspects of the iconic Night Owl Run will remain the same. Our race directors will be out Labor Day Weekend to mark the traditional course (starting at Livingston Health Care and ending at the Livingston Civic Center) for those participants that wish to log a classic Night Owl time.

This is the **TWELTH** year of the event and each year interest in the fun run grows quite substantially. In the past eleven years, over 3,000 runners and volunteers have supported this community fund raising event, **raising over \$65,500** which has been donated back to area programs and organizations including:

We have funded the following youth/educational areas of focus:		
Agencies		
Big Brothers & Big Sisters of Park and Sweet Grass Counties	2012-18	\$5,450
CASA of Park & Sweet Grass Counties	2017-19	\$1,500
Community Health Partners	2018	\$250
Community School Collaborative	2018, 19	\$1,000
Cool Café	2017	\$500
Counterpoint	2014-19	\$3,000
LINKS for Learning	2009-19	\$13,900
Livingston Baseball & Softball Association	2017-18	\$1,750
Livingston Education Foundation	2014-19	\$5,800
Livingston Food Resource Center	2010-19	\$10,100
Livingston Recreation Department	2017-19	\$5,400
Special Projects		
Grad Matters	2016	\$1,000
Livingston Community Garden	2009	\$1,300
Livingston School District Special Project Request	2015-16	\$1,700
Livingston School District Stuff the Bus Program	2015-16	\$500
Livingston School District Educator Special Requests	2016	\$200
Livingston Tennis Association	2012	\$1,300
Pompey's Playground	2017	\$1,300
Park County Health Mom's of Babies Group	2018	\$250
Park County Local Mental Health Advisory Council	2019	\$300
Park High School Guest speaker Alex Sheen	2018	\$400
Park High School Green Initiative	2019	\$300
Scholarships/Fundraisers/Awards		
Seamus Camp Memorial Night Owl Run Scholarship	2011-19	\$5,000
Clarke and Lori Smith Fundraiser	2014	\$500
Volunteer Participation Award Dave Pettit SGMS Science Class	2015-17	\$1,500
PEO Scholarship	2018, 19	\$1,350
Total		\$65,550

Our participants are not only local citizens but visitors and guests from across the state. They stay in the area for the weekend, patronizing local hotels, dining at local restaurants and spending money at various area businesses. Because of the economic influx they bring to our area, of which we hope local merchants then spend in the area, we respectfully request sponsorship support from local businesses that benefit from participant spending. Those funds help defray the costs of organizing and implementing the run and include tee shirts, awards, after-event barbeque, insurance, timing and many other types of expenses.



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With all the challenges 2020 has brought our community, the organizations Night Owl Run supports, need our financial help more than ever. The proceeds from this year's run/walk will be split again between area programs and organizations that emphasize youth recreation, education and/or cultural activities. The goal is to generate at least **\$10,000** in proceeds to distribute to all of the programs.

We offer three levels of participation including:

- **Big Hoot Sponsor - \$1,000**
 - Listed as top sponsor on website, advertisements and tee shirts.
 - Promotional materials in race packet (sponsor provides items).
 - Social Media shout-outs.
 - Company name/logo will appear on signs placed along race course.
 - 6 complimentary race entries.

- **Hoot Sponsors - \$500**
 - Listed as mid-level sponsor on website, advertisements and tee shirts.
 - Promotional materials in race packet (sponsor provides items).
 - Social Media shout-outs.
 - Company name/logo will appear on signs placed along race course.
 - 4 complimentary race entries.

- **Little Hoot Sponsors – \$250**
 - Listed as sponsor on website, advertisements and tee shirts.
 - Promotional materials in race packet (sponsor provides items).
 - 1 complimentary race entry.

The event is not until September 11th but we begin designing and ordering tee shirts and swag in August. We therefore find it necessary to have firm commitments early in order to make sure funding is in place to launch another successful event.

Thank you for considering our request to once again sponsor a great community fundraising event. Please submit the attached sponsorship form by mail OR scan and email back noting: check to follow. A thank you note will be sent upon receipt of sponsor funds which will serve as your tax deductible receipt.

Your complimentary race form is included, please return with sponsorship form via mail or email.

Best regards,

Maggie Tarr
Event Director
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