

March 5, 2017

Ashland Cross Country Parents Organization  
Attention: Susan McFrederick  
P.O. Box 162  
Ashland, OH 44805

Vertical Runner of Wooster  
207 S. Market St.  
Wooster, OH 44691



Dear potential sponsor,

Greetings on behalf of the Ashland Cross Country Parents Organization and the Ashland High School girls and boys cross country programs. We are very excited to start planning our annual Balloonfest 5K Run/Walk and Fun Run. As race director for 2017, I am hoping to make this year's event a celebration of freedom, physical fitness, and community. I would love to have a tethered hot air balloon on Community Stadium field as well as incorporate ways to engage children and spectators while family members race/walk. Our entire organization is so thankful for our community and supporters and we are eager to show our gratitude through superior service to this event.

The Ashland Cross Country program has a time-honored reputation for achievement and impact, including OHSA State Championship appearances the past four years. This organization has formed our athletes into outstanding young men and women who are leaders capable of pushing beyond the norm. They carry pride, compassion, and determination into their futures and make a difference as adults.

The proceeds from this event are used for scholarships for high school athletes to attend summer running camps, team camp supplies and fees, timing expenses for the AHS Cross Country Invitational race, and food for the annual OCC Family Picnic. **Most importantly, your investment in this event provides running shoes for all runners – middle school through high school.** Runners with happy feet stave off injury and stay motivated.

Thank you for your continued support. Please fill out the enclosed sponsorship forms and mail back with company logo and check. I will gladly pick up sponsorship checks or items personally, if that is more convenient. Please feel free to contact me with any questions you may have at my personal email:  
[mcfrederick@zoominternet.net](mailto:mcfrederick@zoominternet.net).

Sincerely,

Susan McFrederick  
Race Director – Ashland Balloonfest 5K Run/Walk  
Enclosures (2)