



March 2, 2009

Dear Friends of the Western Connecticut State University Community,

We would like you to become a sponsor for the Institute for Holistic Health Studies and Health Promotion and Exercise Science Club at Western Connecticut State University's 2nd Annual Community Fun Walk/Run and Holistic Health Fair. This year's fun-filled family day will take place Saturday, May 2, 2009. The Holistic Health Fair will begin at 9:00 AM and will continue throughout the races ending at 1:00 PM. This year's event will include a kid's fun run at 10:00 AM, a separate 1-mile walk at 10:15 AM, and a 5K timed road race at 10:30 AM. The races will culminate in the West Side Campus Center ballroom with awards and special events. The proceeds from this event will fund student awards and future holistic health and HPX club programs.

The IHHS is a self-supporting enterprise, thus it relies on businesses, organizations, and individuals for funding. The HPX club is a student run organization that is partially funded through the Student Government Association. There are many ways for your business to contribute to this community event. Monetary donations can be made directly to the student awards fund, can be targeted toward a specific component of the May 2nd event (i.e. t-shirts, water, food, race timing system, etc.), or can be used to support the programmatic costs of future IHHS and HPX club events. In-kind donations are welcome as well (race prizes, raffle prizes, snacks, drinks, etc.).

The attached sheet indicates the various levels of sponsorship. As a sponsor your logo will be printed on the event t-shirts and banners, and your organization's marketing materials will be placed in each participant's "goody bag". Depending on your level of involvement, you may have an exhibit table at the Holistic Health Fair. This is a wonderful opportunity to get your message out to the community while supporting the IHHS! An event committee member will be contacting you soon to discuss the various ways you can be a race sponsor.

We would appreciate your assistance with our efforts to make these events known to the community by displaying flyers in your office, and sharing the materials with your friends, colleagues, clients, and customers.

The IRS recognizes WCSU as a charitable organization; therefore your contribution is tax deductible. Please mail your contribution to the address below. If you have any questions please email me at housemannr@wcsu.edu or call 203-837-8882. Thank you for supporting this opportunity to enhance the community's knowledge, awareness, and overall health.

Respectfully,

Robyn A. Housemann, PhD, MPH
Director, Institute for Holistic Health Studies

Shauna Morasco
President, HPX Club

