



CHARDHI KALA 6K

Memorial Run & Walk
{August 2nd, 2014}

DONOR
PACKET



Introduction

'Chardhi Kala' is the spirit of relentless optimism; a philosophy that encourages us to remain optimistic in the face of adversity, and to find triumph through tragedy.

On Sunday, August 5th, 2012 a gunman entered the Sikh Temple of Wisconsin and opened fire. His rampage left six people dead, a community shocked, and a nation in disbelief.

In the year following the tragic events of that day, the city of Oak Creek, as well as numerous surrounding communities throughout the state of Wisconsin and across the United States have come together to deepen their understanding of one another. Through outreach, education and community service, we have forged new bonds, broken down barriers and have met ignorance and hate with the relentless optimism of *Chardhi Kala*.

Objective

The first Chardhi Kala 6K Memorial Run and Walk will take place on Saturday August 2nd, 2014 in the City of Oak Creek. The event will serve to commemorate the lives of Paramjit Kaur, Prakash Singh, Ranjit Singh, Satwant Singh Kaleka, Sita Singh and Suveg Singh Khattru: all selfless and dedicated individuals who put others before self.

The event will bring together diverse community groups, faith groups, companies and individuals, and will connect them through the completion of a 6-kilometer race, with each kilometer commemorating each one of the six victims. The event will feature games, food and keynote speakers, who will share their perspective on the importance of unity, community service, and the power of optimism in the face of hardship.

In all, the event will serve to unite, unify, uplift and empower the community through the fearless spirit and resilience of *Chardhi Kala*. It will promote the values of service, community and compassion, and will showcase and celebrate a community's triumph over tragedy.

Impact

The impact of the event will extend beyond the festivities of August 2nd. Donations received in lieu of a registration fee will support the Chardhi Kala Memorial Scholarship Fund. The fund will distribute six-\$1000 scholarships to eligible students of diverse backgrounds that have dedicated themselves to community service.

In addition, funds received over and above \$6000 will help support the construction of the August 5th Memorial, a permanent structure, open to the public, designed to educate the public and memorialize and celebrate the lives of the victims.

resilience

Sponsorship

The Chardhi Kala 6K Memorial Run/Walk offers a unique opportunity for a variety of potential donors. By donating, your group, organization or company will forge a powerful, lasting and highly visible relationship with various community groups and individuals. By supporting the Chardhi Kala 6K Memorial Scholarship Fund, your contribution will help promote the values of optimism, unity, and selflessness throughout the community.

Donors are entitled to the following:

Platinum Sponsor (\$5,000)

- Press Release, including Sponsorship Announcement featured on public address system and ESPN ticker
- Text mention on ESPN updates
- Company logo and Link on Sponsorship Page of run updates
- Prominent Name on T-shirt handed out to volunteers and participants
- Logo placement on event brochure (contingent on print deadline)
- Corporate Banner used during Recognition and Fundraising Event (Banner provided by sponsor)
- Company Name and logo placed on 6K Run/Walk Kilometer Markers
- Company Sponsorship on 6K Run/Walk Kilometer Route
- Company Name and logo on display during event
- Post Event Summary Report

Gold Sponsor (\$2,500)

- Company logo and link on sponsorship Page of run updates
- Prominent Name on T-shirt handed out to volunteers and participants
- Logo Placement on Event Brochure (contingent on print deadline)
- Corporate Banner used during Recognition and Fundraising Event (Banner provided by sponsor)
- Company sponsorship on 6K Run/Walk kilometer route
- Company Name and logo on display during event
- Post Event Summary Report

Silver Sponsor (\$1,000)

- Medium logo placed on Sponsorship page of run updates
- Medium logo on T-shirt handed out to volunteers and participants
- Logo placement on event brochure (contingent on print deadline)
- Corporate Banner used during Recognition and Fundraising Event (Banner provided by sponsor)
- Company Name placed on 6K Run/Walk Kilometer Markers
- Company Name and logo on display during event
- Post Event Summary Report

Bronze Sponsor (\$500)

- Company Name Placement on Sponsorship Page of run updates
- Company Name Placement on Event Brochure (contingent on print deadline)
- Company Name and logo on display during event
- Post Event Summary Report

Community Investor (\$100)

- Company Name on sponsorship page of run updates
- Company Name and logo on display during event

\$1,000 Scholarship Sponsor

- Company Name and sponsorship on scholarship



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Donor Registration

To become a sponsor, please fill out and return the accompanying form, or send an inquiry email to chardhikala6k@gmail.com.

Name of Organization

Address

Contact Name

Contact Email

Contact Number

Level of Sponsorship:

Platinum (\$5,000)

Community Investor (\$100)

Gold (\$2,500)

\$1,000 Scholarship Sponsor

Silver (\$1,000)

Bronze (\$500)

**all donations are tax-deductible*

Comments:

Authorized Signature

Date

Make checks payable to:

Chardhi Kala 6K

PO Box 21

Oak Creek, WI 53154

Donate online (via Paypal) at:

www.ck6k.org/donate

humanity