



National Aeronautics and Space Administration
Langley Research Center (LaRC) Exchange
16 West Taylor Street, Bldg. 1213 Rm.141
Mail Stop 296
Hampton, Va. 23681

January 27, 2016

Dear Potential “NASA Langley 5K Moonwalk & Run Sponsor”

The NASA LaRC Exchange is a Non-Appropriated Fund Instrumentality that supports NASA Langley employees’ morale, welfare and recreation needs. The Langley Research Center NASA Exchange is celebrating “Health and Safety Days” that is rapidly approaching in June. We will be conducting our third annual NASA Langley 5K Moonwalk & Run on Saturday, June 4. Last year, we expanded the program to youth and children to make it a more of a family wellness event and had approximately 600 participants and many more spectators. We will be once again making this a family event this year. We thought about giving you an opportunity to support this Exchange event with products and services for this year’s celebration. We support a workforce of over 3900 employees and contractors, and when you include their families you have the potential to reach a target market over 12,000 here at NASA Langley which is known for being the original center for NASA.

We are focusing on promoting and encouraging a healthier and safer life style to all of the NASA Family. We want to provide your company with exposure to our workforce and families and your support to a healthier and safer life style. How can you accomplish this, by becoming a sponsor to the NASA Langley 5K Moonwalk & Run event? Your business can help us by providing support in the form of sponsorship of the event, through support for awards, food, beverages or services and merchandise aimed at promoting the “Healthier and Safe Life Style”. With your support of \$100 or more towards the event, your company name will be recognized in support of the event. Some of the benefits to you as a sponsor include:

- **Generate visibility & awareness**
- **Create or change image**
- **Demonstrate commitment to a Positive Healthy and Safe Life Style**
- **Gain a platform for marketing your business**
- **Demonstrate product attributes**

➤ **Build sales (both direct and indirect)**

What can the Exchange provide for you?

- **Signage at the event**
- **Display of Promotional items/materials**
- **Space for Product Sampling**
- **A Targeted Audience**

Your Level of support provides you with these various opportunities. The current level of sponsorship to choose from is as follows:

Platinum Sponsor, \$750 or product in kind equal.

- Company banner at event (provided by the sponsor)
- Company sponsorship recognition on Race website
- Print recognition with logo on run t-shirt
- Promotional advertisements for the event throughout media and at event
- Follow-up acknowledgment and discussion on future partnership
- Oral Recognition: Welcoming remarks and any other announcement opportunities

Gold Sponsor, \$500 or product in kind equal.

- Print recognition with logo on run t-shirt
- Company sponsorship recognition on Race website
- Space for your promotional advertisements for the event
- Follow-up acknowledgment and discussion on future partnership
- Oral Recognition: Welcoming remarks and any other announcement opportunities

Silver Sponsor, \$100 to \$250 or product in kind equal.

- Special recognition day of race

The following provide ideas for fund support or product in kind sponsorship:

Sponsorship on volunteer and participant T-Shirts, pins, Fruit, Water, and health drinks, and lending volunteer expertise toward conduct of the event.

If you elect to provide sponsorship you will be required sign a sponsorship agreement.

Please note that any sponsorship is in support of center morale activities, and is not for NASA operational missions. No official NASA or U.S. Government endorsement is intended or implied by your participation.” Please to do not hesitate to ask for a copy of our tax-exempt identification information.

Thank you in advance for your favorable consideration and support. Please contact the event organizers for the Exchange, Kelley Miles at 864-6484 or David Ambrose at 864-2647, to set up a meeting with us on this wonderful opportunity for your business.

Sincerely,

A handwritten signature in black ink, appearing to read "Randy B. Cone". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Randy B. Cone
NASA Langley Exchange
Operations Manager

