



ETA SIGMA GAMMA



Dear Harrisonburg Community Member,

The economic headlines have been hard to miss, and Madison's students have not been immune to the difficult times. While affordable compared to other institutions, paying tuition at JMU when one or both parents lose their jobs can be next to impossible. Just a few weeks into the 2009/ 2010 school year, financial aid appeals had already increased 26 percent over the *whole of last year*. That's why Madison For Keeps was created. Madison For Keeps is a special fundraising appeal to help these families and students complete their education at JMU.

To aid in the mission of Madison For Keeps, the JMU chapter of the national health honorary, Eta Sigma Gamma (ESG), is organizing a benefit 5K with proceeds going to keep our fellow Madison students stay for keeps.

The run will be held **Sunday, April, 11, 2010**. In order for the event to be successful, we need the support of our local businesses. Please consider making a monetary contribution or a donation of goods or services. The names of all donors will be recognized on a large poster to be displayed at the race and will be printed on the back of our t-shirts. Checks can be made payable to: "ESG" and mail to Mail Box # 8159, 800 South Main St., Harrisonburg, VA Attn: Kayla O'Connell.

A Madison education – especially in challenging times – will pay excellent returns over time as the next generation of students take their place in society. We are grateful for any assistance that you are able to provide for this run, and to provide immediate assistance to JMU students whose families have been affected by the global financial crisis.

Please feel free to contact me at (203) 556-7995.

Sincerely,

Kayla O'Connell
Coordinator
ESG- Madison For Keeps 5K Run



ESG- Madison For Keeps 5K Run

Sponsorship Information

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Contact Person _____ Phone Number _____

We would like to Sponsor:

_____ Platinum Sponsor (\$500.00 or larger)

_____ Gold Sponsor (\$250.00)

_____ Silver Sponsor (\$100.00)

_____ Bronze Sponsor (\$50.00)

_____ Community Sponsor
Please list gift or dollar amount _____

Sponsors will be prominently displayed on a large poster the day of the race and on the t-shirts.

Please complete this form, include a check made payable to “ESG”, and mail both to Mail Box # 8159, 800 South Main St., Harrisonburg, VA Attn: Kayla O’Connell.

Proceeds from the race will go to “Madison For Keeps.”