



December 3, 2017

The 4<sup>th</sup> Annual Badge of Honor Benefit Run is scheduled for **Saturday, April 14, 2018 at 9:00 A.M.** at Three Rivers College in Poplar Bluff. This is a 5K, 10K, and Half Marathon event designed to raise money for an honorable and charitable cause.

There are three main goals for this event. One, to raise money for a worthy cause; two, bring a quality running event to southeast Missouri; and three, to generate an economic impact for the community. In the last three years, we have been able to generate approximately \$26,000 for our charitable cause. These monies have been distributed among the three charitable groups we support: **The MASTERS**, **The BackStoppers**, and the **Fraternal Order of Police**.

In 2016, we were able to incorporate the event into a nonprofit corporation 501(c) (3); allowing us to manage and distribute funds within the guidelines of state and federal laws. This also allows our sponsors the ability to possibly deduct their contributions in accordance with established state and federal tax rules. I would recommend conferring with a tax advisor regarding this tax deduction.

Sponsorships are a vital funding source for the event. Without sponsor contributions, we would be unable to organize and operate the event. The **2018 Sponsor Level Document** explains each level and the process on how to become a sponsor.

If you choose not to be a sponsor, you may consider purchasing an advertisement in our program guide. This is just another way for you to advertise your business while still supporting the event and the cause. **The 2018 BOHBR Program Guide Advertisement** explains this process.

Additional details about this event and our charitable cause can be found on the event website at [bohbr.com](http://bohbr.com), the Badge of Honor Benefit Run Facebook Page, or on Twitter @BOHBR1. If you have questions regarding a sponsorship, feel free to contact me at (573) 778-2760. Thank you.

Sincerely,

Jeffrey N. Vitale  
President, Race Director