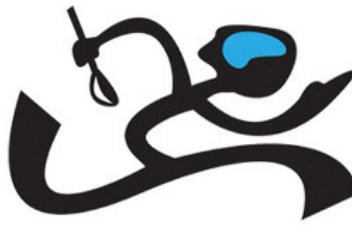


2012 Sponsorship Packet



BRAIN FREEZER 5K

April 23, 2012

Dear Potential Sponsor,

Please consider joining us in making the Brain Freezer 5K a success! While this is an inaugural event, we have reason to believe that this event will be a terrific fundraiser for our organization and a great opportunity to get your name out as a philanthropic partner.

We first started thinking about this idea after hearing about a fundraiser that is held in North Carolina, called the Krispy Kreme Challenge. The race had about 7,500 participants and raised over \$122,000 last year. Obviously we're not going to reach those numbers this year, but with successful, crazy fundraisers like the Penguin Plunge and the Santa Run, we thought we could replicate something similar in Burlington. In fact, our event is already getting buzz, and we've had individuals sign up from as far away as Virginia and DC.

The organization that benefits from this event is called People Helping People Global. It was founded in Fairfax, VT in March 2009. It is currently one of the most recognized international micro-lending institutions in Vermont.

We hope this packet will provide you with the information necessary to make a decision about which sponsorship option would make the most sense for your company. If you have any questions, please feel free to give us a call at 802-318-4488 or email us at info@phpgmicrolending.org.

Thanks much!

The Brain Freezer 5K Team

Event Details

General Overview: The Brain Freezer 5K is a 3.1 mile race in which participants run about 1.5 miles, eat a pint of Ben & Jerry's Ice Cream, and run the remainder of the race back to the finish line. There will be individual and team prizes which include fastest, best dressed, most fundraised, etc. See <http://brainfreezer5k.com>.

Date & Time: July 14, 2012 at 10am

Location: Starts/Ends in Battery Park & Runs through Downtown Burlington, VT

Expected Number of Participants: 150-200

Charity: People Helping People Global - a Vermont-based, US-registered 501(c)(3) non-profit organization (EIN 26-4624885). PHPG provides small business micro-loans to individuals living on less than US\$2 per day. The organization has helped over 175 families start or expand small businesses, and these small businesses have significantly increased their family income, while reducing their dependence on international and local government aid. Learn more at <http://phpgmicrolending.org>.

Sponsorship Opportunities

Benefits	Event \$2,500 ¹	Half-Gallon \$1,000 ¹	Pint \$500 ¹	Cup \$250 ¹	Vendor \$150 ²
Name on published materials ³	x				
Logo on event shirts ⁴	x				
Free vendor space at the event ²	x				
2 teams in the race (8 entries) ⁵	x				
½ page ad in race packet	x				
Mention in press release	x	x			
Discounted Vendor Space ²		x	x	x	
1 team in race (4 entries) ⁵		x	x		
Logo in race packet ⁴	x	x	x	x	x
Logo on race website (linked) ⁴	x	x	x	x	x

¹ Donations may include retail values of in-kind donations (e.g., \$500 of water + \$500 cash donation = half-gallon level).

² If a company would only like to be a vendor at the event, then the cost is \$150; however, if the company is a cup level sponsor or higher, then the cost to be a vendor is only \$50. Please note that all vendors must submit a vendor application and are subject to approval based on product type, insurance coverage, etc.

³ Your company's name will be added to all media where possible and to new materials produced after your sponsorship is confirmed.

⁴ High resolution logo must be provided by sponsor.

⁵ Value per team: \$140 (or \$35 per non-student runner with race day registration).