



Pennsylvania
Association for
Sustainable Agriculture

104 North Street
PO Box 419
Millheim, PA 16854
(814) 349-9856
Fax (814) 349-9840
www.pasafarming.org



Dairy Dash

5K Fun Run and 1-Mile Memory Walk
to benefit the

**Shon Seeley Legacy Fund for
Sustainable Farming Education**

August 31, 2013

Mansfield, Tioga County, Pennsylvania

Dear Friends and Supporters,

Last summer, a tragic automobile accident took the life of Shon Seeley, eldest son of PASA past President, Kim Seeley. At the request of Shon's family, PASA established the **Shon Seeley Legacy Fund for Sustainable Farming Education**. This Fund celebrates and honors Shon's life and work by fortifying PASA's educational programming -- focusing on the agrarian principles Shon held dearly: livestock grazing, sustainable beef & dairy production, value-added dairy processing, livestock genetic preservation, native pasture grass management & weed identification. *Contributions to the Shon Seeley Legacy Fund are welcome at any time.*

To support the Legacy Fund, we're organizing the **Dairy Dash - a 5K and 1-Mile Memory Walk fundraiser**. We have exciting plans and prizes for our first year of Dairy Dash, including an organic USA-made t-shirt & goody bag for the first 300 to register, and cowbell prizes awarded to our running finishers. We hope to establish the Dairy Dash as a profitable annual event to fuel the incredible Legacy Fund!

Anyone who knew Shon, knew that he loved being on the land, walking the fields, tending stock and checking on the condition of the pastures. Because of that, The Dairy Dash seems an appropriate annual event in support of Shon's memory and the Legacy Fund. **Please consider adding your name and support to our inaugural year with a sponsorship!**

Sponsorship Opportunities

Available to Individuals, Families, and Companies

Legacy Sponsor - \$1,000

Benefits:

- Your company logo and web link featured on the Dairy Dash event page of PASA's website
- Premier placement of your company logo on the Dairy Dash T-Shirt
- Your company name (and logo where possible) featured as a Legacy Sponsor in all PASA promotion of the event, including event signage
- The opportunity to put items/coupons/flyers in the Goody Bag – given to the first 300 registrants
- Your company acknowledged as a Legacy Sponsor in the Dairy Dash wrap-up article in PASA's newsletter *Passages*, over 2,800 distributed
- Exhibit space at the event - advertise your business and show your support
- Join us at the event! Three complimentary registrations
- At the conclusion of the event, a formal acknowledgement letter from organizational leaders and an event sponsor certificate (suitable for framing) detailing your participation

Herdsman Sponsor - \$500

Benefits:

- Your name and web link featured on the Dairy Dash event page of PASA's website
- Your company name featured on the Dairy Dash T-Shirt
- Your company name listed as a (Name) Sponsor in all PASA promotion of the event, including event signage
- The opportunity to put items/coupons/flyers in the Goody Bag – given to the first 300 registrants
- Your company acknowledged as a (Name) Sponsor in the Dairy Dash wrap-up article in PASA's newsletter *Passages*, over 2,800 distributed
- Exhibit space at the event - advertise your business and show your support
- Join us at the event! Two complimentary registrations
- At the conclusion of the event, a formal acknowledgement letter from organizational leaders, and an event sponsor certificate (suitable for framing) detailing your participation

Agrarian Sponsor - \$250

Benefits:

- Your name listed on the Dairy Dash event page of PASA's website
- Your company name included on the Dairy Dash T-Shirt
- Your company name listed in all PASA promotion of the event, including event signage
- The opportunity to put an item/coupon/flyer in the Goody Bag – given to the first 300 registrants
- Your company acknowledged in the Dairy Dash wrap-up article in PASA's newsletter *Passages*, over 2,800 distributed
- Join us at the event! One complimentary registration
- At the conclusion of the event, a formal acknowledgement letter from organizational leaders, and an event sponsor certificate (suitable for framing) detailing your participation

Friend of the Dairy Dash - \$100

Benefits:

- Your family/company name acknowledged at the event
- Your family/company name listed in the wrap up article in *Passages* newsletter
- At the conclusion of the event, a formal acknowledgement letter from organizational leaders, and an event sponsor certificate (suitable for framing) detailing your participation

To begin enjoying your benefits as Dairy Dash Sponsor

Contact: Lauren Smith, Director of Development

lauren@pasafarming.org or (814) 349-9856, ext. 22

Deadline to engage: July 31, 2013