



## THE SARATOGA PALIO

Melanie Merola O'Donnell Memorial Race

Maria Palmer Maurer  
Race Director

PO Box 4666  
Saratoga Springs, NY 12866  
917.656.2821 (C) 201.266.4954 (H)  
questions@thesaratogapalio.com  
thesaratogapalio.com

Dear Community Member:

The fifth annual Saratoga Palio: Melanie Merola O'Donnell Memorial Race is quickly approaching and will take place on September 19, 2010. To help prepare for this special event, we are seeking corporate donations and volunteers.

Established to honor the life of Melanie Merola O'Donnell, a Saratoga Springs native, the race showcases Saratoga Springs and provides businesses with the opportunity to reach nearly 2,000 runners, volunteers, and fans. To receive broad recognition, the race and its sponsors are actively promoted through local and national media, press releases, the Internet, and other various methods.

Over the past few years, this race has grown to attract participants and spectators from around Saratoga, the Capital Region, and across the nation. The event features an inspiring course through scenic Saratoga Springs, including Saratoga Spa State Park, Skidmore College, and many parts of downtown. Our goal is to continue to make this a premier running event, and encourage all levels of participants to challenge themselves the way Melanie did on a daily basis.

Funds from the race help endow a scholarship fund in Melanie's honor. The scholarship is awarded each year to a candidate pursuing a doctoral or master's degree in the mental health field. This year, funds raised will also be used to support the inpatient mental health unit at Saratoga Hospital.



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Melanie Merola O'Donnell led an inspirational life that was cut short in a tragic accident. Throughout her life, Melanie worked to help people in need through her focus on crisis counseling and victim assistance. She worked with the National Organization for Victim Assistance (NOVA) and, after coordinating the care of almost 40 crisis response teams in New York City and Washington post the September 11 attacks, spent several weeks on location helping grieving families. Locally, Melanie was influential in the creation of a community-based crisis response team and formed Saratoga Families – a support group for adoptive families. For all her efforts, she was honored in 2004 as the first recipient of the Melanie Merola O'Donnell Award for Excellence.

Melanie lived her life with honesty, passion, courage, humor, and compassion and touched the lives of many. We are running in her honor so that her legacy lives on, and your support will help this worthy cause and the Capital Region community.

If you are interested in being a part of the excitement by becoming a sponsor, please take a look at the sponsorship level descriptions accompanying this letter. We also hope that you and/or your employees will join us on September 19 as a runner, walker, or volunteer.

If you have any questions about the race or donations, please e-mail Maria Maurer: [questions@thesaratogapalio.com](mailto:questions@thesaratogapalio.com). For more information, please visit our Web site at [www.thesaratogapalio.com](http://www.thesaratogapalio.com).

Thank you in advance for your interest and support.

Sincerely,

The Saratoga Palio: Melanie Merola O'Donnell Memorial Race Committee

George O' Donnell  
Maria Palmer Maurer  
Beth Gelber  
Kristen Hogan  
Ray Harrington

Katie Kane  
Lisa Munter  
Joannie Rogers-Harrington  
Colleen Sanita

Michelle Merola  
Kara Waters  
Kim Waters  
Jennifer Sarver  
Pat Kane

**Event Overview:** The Saratoga Palio: Melanie Merola O'Donnell Memorial Race welcomes local and regional athletes who want to show support to Melanie's family and friends by running or walking. We are very excited for this year's event and are confident it will have a positive community response yet again.

**Date/Starting Line:** Sunday, September 19, 2010  
Saratoga Springs City Hall  
474 Broadway, Saratoga Springs, NY

**Goal:** The Saratoga Palio: Melanie Merola O'Donnell Memorial Race was established to raise money for a scholarship fund in Melanie's honor as well as donating money to other charities. The annual scholarship is awarded to a candidate pursuing a doctoral or master's degree in the mental health field. It is our hope to continue this tradition for many years to come with your continued support. For additional details regarding the scholarship, please visit our Web site at [www.thesaratogapalio.com](http://www.thesaratogapalio.com).

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## SPONSORSHIP LEVELS

### PLATINUM SPONSOR

\$1000 and up / \$1500 in-kind

- Recognition as a platinum sponsor with company name or logo on our Web site
- Company name or logo on T-shirt going to all preregistered runners/walkers
- Recognition as a platinum sponsor at pre- and post-race events and on posters at race event
- Opportunity to include promotional information or product samples in race-day gift bag
- Opportunity to have a designee from your company present awards
- Opportunity to hang company banner on race route or pre- or post-race grounds
- Recognition as a platinum sponsor during announcements on race day
- Free registration for 2 employees or 2 event T-shirts (September 1 deadline)

### GOLD SPONSOR

\$500 and up / \$750 in-kind

- Recognition as a gold sponsor with company name or logo on our Web site
- Company name or logo on T-shirt going to all preregistered runners/walkers
- Recognition as a gold sponsor at pre- and post-race events and on posters at race event
- Opportunity to include promotional information or product samples in race-day gift bag
- Opportunity to hang company banner on pre- or post-race grounds
- Free registration for 2 employees or 2 event T-shirts (September 1 deadline)

### SILVER SPONSOR

\$250 and up / \$375 in-kind

- Recognition as a silver sponsor with company name or logo on Web site
- Company name on T-shirt going to all preregistered runners/walkers
- Recognition as a silver sponsor at pre- and post-race events and on posters at race event
- Opportunity to include promotional information or product samples in race-day gift bag
- Free registration for 1 employee or 1 event T-shirt (September 1 deadline)

### SPONSOR

\$100 and up / \$150 in-kind

- Recognition as a sponsor with company name or logo on Web site
- Company name on T-shirt going to all preregistered runners/walkers
- Recognition as sponsor on posters at race event

Please make checks payable to The Melanie Foundation, Inc. Your support (donation or in-kind) is welcome and greatly appreciated!



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## SPONSORSHIP AGREEMENT

Yes! We want to contribute to The Melanie Foundation, Inc.  
We will sponsor this event as selected below:

- \_\_\_\_\_ Platinum Sponsor (\$1000 and up / \$1500 in-kind)
- \_\_\_\_\_ Gold Sponsor (\$500 and up / \$750 in-kind)
- \_\_\_\_\_ Silver Sponsor (\$250 and up / \$375 in-kind)
- \_\_\_\_\_ Sponsor (\$100 and up / \$150 in-kind)

If you are making a donation at one of the levels listed above, please send an e-mail containing an attachment of your black-and-white logo to questions@thesaratogapalio.com.

\_\_\_\_\_ We would like to donate the following goods or services (please include the value of the donation)

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\_\_\_\_\_ We are not able to participate as a full sponsor, but would like to make a donation of

\$ \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Please make checks payable to:**

The Melanie Foundation, Inc.

(Tear here) ..... (Tear here)

### Sponsorship Receipt

Keep this receipt for your records. Your donation to The Melanie Foundation, Inc. is tax-deductible to the extent allowed by law.

Tax ID # 41-2192968

**Date:** \_\_\_\_\_

**Donation Amount:** \_\_\_\_\_

**Check #:** \_\_\_\_\_