



CMU DONUT DASH

www.cmudonutdash.com

October 16th, 2011 - 10am

Dear Sir or Madam,

I am writing to you on behalf of the Sigma Alpha Epsilon Fraternity chapter at Carnegie Mellon University. We are proud to announce the 3rd annual CMU Donut Dash, benefiting the Children's Hospital of Pittsburgh.

The Donut Dash has become the premier Greek-run philanthropic event on campus – over the last two years it has resulted in more than \$10,000 in donations to the Children's Hospital. This year, we are looking to raise \$7,500 with the help of local businesses.

We are currently looking for donations and sponsorships of any size and kind for the event: prizes for competitors, donations to the event, or runners from your company. We are also excited to offer donors and contributors advertising space on our shirts and website. If your company is looking for more exposure on the Carnegie Mellon campus, please see the enclosed page for specifics about how a donation will help your business.

If you have questions or require additional information, please visit cmudonutdash.com or call me directly at 585-747-8345. Please keep in mind that any contribution you make will positively impact our community as well as benefit your business. Thank you for your time and consideration. On behalf of the brothers of Σ AE, we look forward to working with you!

Best Regards,

Brian Duff

Σ AE Philanthropy Chairman

SAE.CMU.Philanthropy@gmail.com

585-747-8345



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FRONT



BACK

We are more than happy to accept donations of any kind. Monetary gifts are preferred and will be passed on directly to the Children's Hospital of Pittsburgh. However, in previous years the prizes for the top runners and for the raffle have been donated by sponsors so we are more than happy to accept those as well.

Above is the shirt design from the first annual Donut Dash, this year's design will most likely be very similar. Sponsor's logos appear on the back of the shirt, in varying sizes based on the size of the donation.

Benefits of Supporting	Contributor Less than \$200	Sponsor \$200 - \$500	Gold Sponsor \$500+
Company name and logo placed on event website and facebook event	X	X	X
Company name advertised on event shirt: 8 in ²		X	
Company name and logo advertised on event shirt: 20 in ²			X



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There are three divisions participants can enter when signing up:

	Individual Competitive	Team of 3	Casual
Entry Fee	\$15	\$39	\$15
Donuts Provided	12 Donuts	12 Donuts	As little/much as you want
Raffle Entries	1 Raffle entry	3 Raffle entries	1 Raffle Entry
Free Gift	1 T-shirt	3 T-shirts	1 T-Shirt

1. Check in on race day (Oct. 16) will be at 10:00 am behind Hunt Library. Please arrive on time. Team challengers must arrive together. The Individual Challenge and Team Challenge race will start promptly at 10:30 am. The casual runners will begin at 10:45 am.
2. Participants in the Individual and Team Challenge will run through the marked course (see map). When they arrive at the UC Turnaround they will eat 12 donuts and will be required to finish all of them. (Team competitors split 12 donuts amongst 3 people). *Casual runners do **not** have to do this*; they may eat as many or as few donuts before continuing the race (if they are running).
3. Once a competitor finishes all 12 donuts, they must find a staff member and receive a stamp indicating that they are still eligible for the challenge. Teams can split the donuts however they want as long as every member eats at least 2 and all 12 donuts are consumed. Casual runners can continue whenever they feel as though they have eaten enough.
4. Participants will make their way back to the finish line and show their stamp thus proving that they have completed the Donut Dash. The team time does not stop until the last member in the team finishes.
5. All participants are encouraged to stick around for food and awards after the run. Winners (top 3 male, female, team) will be announced at 11:30am and the raffle will take place shortly after. Prize descriptions will be posted on this website the week of the event.