

# 2005 Sponsorship



## In Memory of



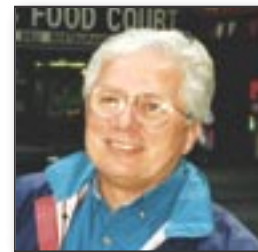
Nancy Horn



Lonnie Bettle



Gerry Meisman



Scott Barkley

## In Support of *The Beech Acres Park Playground Fund*

Presented by  
 *The Anderson Park District*

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# Executive Overview



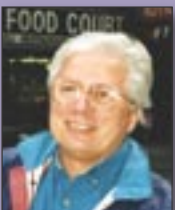
Nancy Horn



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## Remembering Family and Friends

***"The real heroes are those who work every day to build a better life for their family and society." - Natalie Pieterse, Clever Magazine.***

### **Nancy Horn**

There's a photo of a woman poised atop a rock, her silhouette outlining her muscular figure, her chin pointing high and her arms curling in a position that conveys strength. The woman is Nancy Horn and the photo was taken before her 14-month battle with brain cancer. After battling brain cancer, Nancy's life was cut short in 2003. She was both a devoted wife and mother, who inspired many people with her courage and positive attitude.

Nancy Horn was described as a model mother – she took motherhood to a new level with her focus on her two sons. Often referred to as a true-blue friend, Nancy was a fun person, a pleasure to know, and had outstanding strength of character. It is fitting that her memory would help build playgrounds for children in our community and the major event to celebrate her short life would involve fitness – another one of her priorities.

### **Lonnie Bettle**

The Anderson Park District staff had the privilege of getting to know employee Lonnie Bettle through his 10 years of service prior to his retirement from the APD park system.

As the Program Coordinator then the Operations Director, Lonnie's talents were too numerous to name, but his knack for creative and inexpensive solutions and his intense attention to detail made him an indispensable member of the APD team. His personnel file has several letters which attest to how amazing this man was. It is not surprising because Lonnie always went out of his way to deliver outstanding, unbelievable customer service. He was over-the-top in his enthusiasm to create a quality experience for every park patron. After years of fighting a variety of illnesses related to diabetes, Lonnie died in December of 2004. His spirit lives on in our desire to continually improve your Anderson Parks.

### **Gerry Meisman**

Gerry Meisman deeply loved his family and cared about making the world around him a better place through his involvement in cub scouts, boy scouts, AYS softball, McNick and IHM. In fact, Gerry worked untiringly for his parish by devoting his time and energy to numerous facets of the church while always focusing on his role as husband and father of four. His family remembers many good times in the parks, riding bikes and flying kites. Others remember Gerry for his birdhouses. Gerry's favorite hobby was making beautiful birdhouses as gifts or as donation to be sold at charitable events. Many who received a birdhouse from Gerry would comment about how much they cherished the gift. Gerry was a caring man who gave of himself wholeheartedly and with a smile. A non-smoker, Gerry died of lung cancer in September of 2004.

### **Scott Barkley**

As a chief photographer for News 5, Scott often worked long hours, but never neglected his primary responsibility as husband and father. Scott would often transform a seemingly insignificant time and make it memorable through his enthusiasm. His daughters remember the fun of constructing a concrete basketball court in their driveway and how he encouraged them to etch their initials in the concrete. The small things like that stand out for Scott's family. They remember he enjoyed taking walks, riding his bike, being outdoors and feeding birds. Scott loved feeding the birds so much, he often referred to them as "his girls." Even when he had to use a cane and a brace (due to the tumor) he would spend hours on the porch before radiation treatments. Scott had a very aggressive form of brain cancer and battled it for 4 months before he passed away in 2000.

### **Remembering for a Great Cause**

In memory of the above individuals, the Anderson Park District and the Beech Acres Park Playground Committee have come together with friends and family to build an 'inclusive' playground for children in our community. Together, we have planned a major upcoming event. The event, A Run to Remember, is a 2.5 mile run/walk that will celebrate the short lives of these people who had a strong impact on those around them and will also fundraise for the construction of this exciting play area.

The Run to Remember, with donations going toward the Beech Acres Park Playground, began with Nancy Horn. It is fitting that her memory would help build playgrounds for children in our community and the major event to celebrate her short life would involve fitness – one of her life's priorities.

Included in this proposal is how you can be the primary catalyst to elevate this exceptional event, continue the tradition, and raise money for this important cause.

#### Partnership Highlights (depending on sponsorship level)

- Business logo or name on race t-shirt
- Banner with logo or name placed at the event
- Business logo or name on race affiliated websites
- Recognition from PA announcements during event
- Recognition from the community as a business or individual that supports this exceptional event

# Event Committee



## Anderson Park District

**Molly McClure**, *Executive Director* - APD liaison

**Biz Martella**, *Business Director* - Finances

**Emily Armstrong**, *Recreations Director* - Registrations & logistics

**Emily Buehler**, *Recreation Manager* - Registrations & logistics

**Amy Mollette**, *Communications Director* - Promotional materials

**Allison Schwartz**, *Marketing Manager* - Promotional materials

**Winde Sutter**, *Concessions Manager* - Concessions

**Skip Berger**, *Ranger Captain* - Security

**Ken Kushner**, *Operations Director* - Race course setup

**Troy Euton**, *Planning Director* - Race course setup

## Other Key Members

**Don Connolly** - Race director

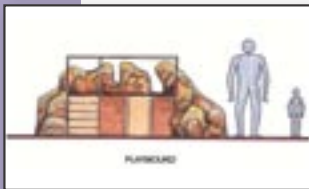
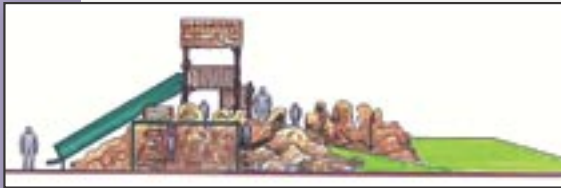
**T.J. Horn**, *Nancy's Husband* - Family liaison

**Frankie Zerhausen** - Sponsorships

**Jerri Brown** - Logistics



# A Significant Investment



## Beech Acres Park Playground

Years ago, children with disabilities had to sit on the sidelines while their able-bodied friends or siblings laughed and played on neighborhood playgrounds. Today, there is an increased awareness of this issue as communities and park districts around the country are building play structures suitable for children with varying levels of abilities.

Anderson Park District has been aware of this issue for some time and has been striving to provide a play area where all children can play side-by-side.

The Beech Acres Park Playground Committee, comprised of parents of children with disabilities, interested citizens, and APD staff, is working hard to fund a boundless play area at the re-developed Beech Acres Park.

The Committee has hired Teri Hendy of Site Masters Inc. to design this exciting play setting that will be truly inclusive.

Help us build this 'inclusive' opportunity so that all children can interact with one another in a fun and safe place!



# Event Information

<b>What</b>	Run to Remember - A 2.5 mile run/walk to honor loved ones and friends.
<b>When</b>	Saturday, September 10, 2005
<b>Event Location</b>	Beech Acres Park: 6910 Salem Avenue
<b>Time</b>	6:00 pm
<b>Why</b>	To honor the lives of Nancy Horn, Lonnie Bettle, Gerry Meisman, & Scott Barkley, and to fundraise for the Beech Acres Park Playground fund.
<b>Audience</b>	Men, women and children of all ages.
<b>Sponsorship Opportunities</b>	Run to Remember Main Stage Music Sponsor, T-shirt sponsor (pending timeline), Start or Finish Line Sponsor, Race Sponsor, and On Course Amenities Sponsor.
<b>2004 Sponsors</b>	Dr. Kristin K. Titko, PNC Bank, T.J. Horn & Family, The Kroger Company, The Matre Family, The Weaver Family.
<b>Organizations</b>	This event is presented by The Anderson Park District, and the friends and family of Nancy Horn, Lonnie Bettle, Gerry Meisman, and Scott Barkley.
<b>Attractions</b>	Participants can run/walk along the paved trail of Beech Acres Park!  Following the event, the party continues with live music at the Beech Acres Park Amphitheater! Food and beverages will also be available for purchase.

# Sponsorship Benefits

<b>Run to Remember BENEFITS</b>	<b>Main Stage Music Sponsor</b> \$1,500	<b>T-shirt Sponsor</b> \$1,500	<b>Start or Finish Line Sponsor</b> \$1,000	<b>On Course Amenities Sponsor</b> \$500	<b>Race Sponsor</b> \$500
<b>Sponsorship Description</b>	Main stage performance following the event	T-shirt provider	Either/Or Line	Signs, Water Stations, Mileage, Elapsed Time	Sign up Area & Results Board
<b>T-shirts</b>	LOGO + 5 shirts	LOGO + 5 shirts	LOGO + 5 shirts	NAME + 3 shirts	NAME + 3 shirts
<b>Registration Entry</b>	5	5	5	3	3
<b>Banner/Sign*</b>	STAGE	LOGO on t-shirt	AT LINE	SITE	SITE
<b>APD Website (Year-Round Exposure)</b>	LOGO	LOGO	LOGO	NAME	NAME
<b>Announcements</b>	4	4	3	1	1

\*Banner/sign provided by sponsor. Banner may not exceed 15 sq ft.

For an additional fee, APD will create banner if needed. Sponsor must supply camera-ready art in vector format.

# '04 Event Photo Gallery



# To Become A Sponsor



Nancy Horn



Lonnie Bettle



Gerry Meisman



Scott Barkley

The \_\_\_\_\_  
(company name)

agrees to sponsor \_\_\_\_\_  
(sponsorship level) for \$ \_\_\_\_\_.

**Please make checks payable to:**  
Anderson Foundation for Parks and Recreation

**Please return checks to:**  
Anderson Park District  
Attn: Run to Remember Sponsorship  
8249 Clough Pike  
Cincinnati, OH 45244

Please contact me if you have any questions. Thank you, and we look forward to your participation!

Sincerely,

**Molly McClure**  
**Anderson Park District Executive Director**  
8249 Clough Pike, Cincinnati, Ohio 45244  
Phone: (513) 474-0003 ext. 5080  
Fax: (513) 388-2494

