August 23, 2026

Dear Friend,

Please take a minute to review this request regarding the possibility of your company serving as a corporate sponsor for the Polar Bear Run road race, to be held on January 30, 2027. We are currently seeking sponsors for this year's race.

The Polar Bear Run began in 1989 and has grown steadily each year. This event is a highly regarded, and professionally managed 5K-road race in our 39th year. The Polar Bear Run has been an official Peachtree Qualifier since 2015! All the net proceeds from this event benefit individual high school students who participate in our annual Choir/Mission ministry trip for the JFBC High School Choir.

As a corporate sponsor, you have the opportunity to assist a good cause while receiving excellent advertising perks:

- Your company name or logo on some of the best quality, best looking long sleeve shirts in metro Atlanta
- Race-day opportunity for your company to promote your products and/or services onsite
- Distribution of your company's promotional material in virtual race bags emailed to each runner
- Recognition of sponsorship on race website, with direct link to your company's website
- Your logo prominently displayed on signage race day
- Complimentary entries into this year's race

In order to receive full publicity benefits, a minimum sponsorship gift of $500 is required. Sponsors who have been active supporters in past years include Synovus, The Atlanta Hawks, All-Pro Pest Services, Walton at Columns Drive Apartment Homes, the East Cobber, Iron Tribe Fitness, Biscuits & More, and Trader Joes, among many others.

In 2023 we added the option to be a Diamond sponsor which starts at $1,500. The perks for this level include 8 complimentary race entries, your company logo on our race shirts, a banner displayed at our Finish line, a table at our race day expo, and so much more!

We appreciate your consideration of the 2027 Polar Bear Run corporate sponsorship opportunity. Someone from our race organization team will be contacting you in the next few weeks to answer any questions you may have and see if you would consider joining our team. Or you may simply fill in the enclosed form and mail it in with your payment of $500 or more and we will enroll you as a 2027 sponsor! In the meantime...go have a good run and get ready for a *"cool race"* in January!

Run the race!

Sarah Blackstone
Polar Bear Run Director