

The 7<sup>th</sup> Annual  
ROBERT S. SHUMAKE  
*Scholarship*  
RELAYS



"He who starts behind in the great race of life will forever remain behind or he must run faster than the man in front of him." Benjamin E. Mays

# Sponsorship Package 2011

Saturday  
April 30<sup>th</sup> 2011  
Renaissance High School  
6565 W. Outer Drive  
Detroit, Michigan



The 7<sup>th</sup> Annual  
**ROBERT S. SHUMAKE**  
*Scholarship*  
**RELAYS**



**ABOUT Us:**

The Robert S. Shumake Scholarship Relays is the largest private competition in the state of Michigan and quickly has become one of the premier track and field competitions for high school students across the nation. Since the first annual relay competition – in the spring of 2005 – this event has touched the lives of more than 5000 athletes from schools in Michigan, Ohio, Indiana, and Illinois. Its unique dual focus model of highlighting both athletic ability and academic achievement is unprecedented and differs from most notable relay competitions throughout the nation. This effort will increase participation to more than 2500 athletes (boys and girls) in a single year.

All students that attend schools that register and participate in the Robert S. Shumake Scholarship Relays held on April 30, 2011 will be eligible to apply for a scholarship award up to \$2,500.

**MISSION:**

To provide opportunities for high school students to attend college;  
To promote home ownership, entrepreneurship and education;  
To increase the financial stability and independence of all people.

**7th Annual Robert S. Shumake Scholarship Relays (April 30, 2010 at Renaissance High School)**

The Robert S. Shumake Scholarship Relays is the largest private competition in the state of Michigan and is one of the premier track and field competitions for high school students across the nation. We expect over 5,000 athletes and spectators.

**SOME HIGHLIGHTS INCLUDE:**

- Since 2005 Shumake Relays has hosted over 5,000 athletes (boys and girls) have participated in this track and field event from across the Midwest i.e. Ohio, Indiana, Illinois and Michigan, and now the Bahamas.

The Robert S. Shumake Scholarship Relays has awarded over 300 Academic Awards to student athletes with the highest GPA from their respective male and female teams participating in the relay event.

The Robert S. Shumake Scholarship Foundation has provided over \$30,000 in scholarships since 2005. Some of the recipients include Erica George '06, David Middleton '06, Danielle Busby '06, Bryan Miller '06, Demetrius L. Scott '07, Cortland White '07, Kaelon L. Hill-Way '07, Kaleen E. Warren '07, Cameron Thomas-Shah '07, Rebecca Page '08, Chinedum Umachi '08, Brittany Mrozek '08, Damascious White '08, and Jazmine Davenport '08.

For more information: call 248|443|0939 fax 248|281|0771 or go online [www.shumakerelays.com](http://www.shumakerelays.com)

# Sponsorship Benefits

**Media Partners**  
 Radio One Detroit Metro Radio Stations  
 105.9 FM, 102.7 FM, 1200 AM  
 (Listening Audience 1.5 Million weekly)  
 107.5 FM - WGPR 585,000 listeners weekly  
 John Mason event spokesperson

**Television**  
 Local Detroit WDIV-TV Channel 4  
 (Viewing Audience 1.5 Million Daily)

	<b>Championship Glory</b> \$50,000	<b>Adrenaline Rush</b> \$25,000	<b>The Mile Club of Scholars</b> \$10,000	<b>800 Meter Club</b> \$5,000	<b>400 Meter Relay</b> \$2,500
<b>Name and/or logo recognition on all event marketing, promotional and collateral materials, including advertisements and press releases.</b>	√	√	√	√	√
<b>Inclusion in Souvenir Booklet and Promotional Materials</b>	2 Full Pages	1 Full Page	1 Full Page	1 Full Page	1 - Half Page
<b>Scholarship Review and Selection Committee "Scholarship Dinner: Remarks and Scholarship Presentation"</b>	√	√	√		
<b>Private Label Sponsor Scholarships</b>	√	√	√		
<b>Tickets to attend the event</b>	30	20	15	10	10
<b>Tickets to attend VIP Reception</b>	10	6	4	4	2
<b>Host "Banquet of Champions"</b>	√	√	√		
<b>Track and Field Medal/Trophy Presentation Participation</b>	Trophy/Medal	Trophy/Medal	Trophy/Medal	Medal	Medal
<b>Sampling Opportunities/Product Placement</b>	√	√	√		
<b>Local and National Publicity</b>	√	√			
<b>Photo Opportunities</b>	√	√	√		

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7th Annual Robert S. Shumake Scholarship Relays  
Sponsorship Commitment Form  
April 30, 2011  
Location: Renaissance High School  
Detroit, Michigan 48235

Company Name \_\_\_\_\_

As it should appear on printed materials. Deadline April 15, 2011

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Yes, we are pleased to support the 2011 Robert S. Shumake Scholarship Relays:

- Championship Glory (\$50,000)
- Adrenaline Rush (\$25,000)
- The Mile Club of Scholars (\$10,000)
- 800 Meter Club (\$5,000)
- 400 Meter Relay (\$2,500)

No unfortunately, we will not be able to serve as a sponsor for the 2011 Robert S. Shumake Scholarship Relays; however, we are pleased to make the following charitable contribution:

\$250       \$500       \$1,000       \$1,500       \$\_\_\_\_\_

Please make checks payable to: **Robert S. Shumake Scholarship Relays**

**Mail or Fax to:**

Robert S. Shumake Scholarship Relays  
2000 Town Center, Suite 1900  
Southfield, MI 48075-1152  
(248) 443-0939  
(248) 281 0771 fax

The Robert S. Shumake Relays is a charitable 501(c) 3 non-profit organization. Thank You For Your Support!