



2<sup>ND</sup> ANNUAL  
LIGHTHOUSE "EYE OPENER"  
5K RUN/WALK

**2<sup>nd</sup> Annual Lighthouse "Eye Opener" 5 K Run/Walk  
January 10, 2010 at Markham Park, Sunrise, Florida**

Dear Potential Sponsor:

We are currently planning the 2nd Annual Lighthouse "Eye Opener" 5K Run/Walk to be held at 7:30 AM on Sunday, January 10, 2010 in beautiful Markham Park, Sunrise, Florida. The "Eye Opener" is a benefit for the Lighthouse of Broward, a 501(c)3 charity that provides services to babies, children, and adults who are blind or visually impaired in Broward County.

The 2nd Annual Lighthouse "Eye Opener" involves a 5K run/walk and also a one mile trail walk for those supporters who want to participate but may not be able to complete the entire 5K portion. It is directed in cooperation with the South Florida Striders and the Broward County Parks and Recreation Department. Last year's inaugural 5K race was indeed a success with over 250 participants and 300 friends joining together to help support our services to the visually impaired of Broward. With your help, the Lighthouse community KNOWS that this year will be even better.

You have a wonderful opportunity to support the blind by becoming a sponsor. Attached is an information sheet regarding sponsorship levels. Please read the variety of benefits at each level. The 2nd Annual Lighthouse "Eye Opener" will be promoted through 8,000 flyers handed out at various other running events, a quarter-page ad in the South Florida Running Forum, an ad on our website, [www.LHOB.org](http://www.LHOB.org) and Facebook, as well as registration forms placed in some local running stores. More importantly, we are expecting over 500 runners and walkers to attend this event so media coverage is a guarantee. Each sponsor's respective banner(s) will also be placed on the start and/or finish line of this race.

Your contribution will help the Lighthouse to further provide up-to-date, comprehensive training for blind and severely visually impaired babies, children and adults. Some of these programs include classes for babies in "Bright Beginnings," Braille, safe travel skills, computers, and home management. As a result, our clients learn to function with their vision loss and restore self-confidence so that they can lead fulfilling, independent lives.

Please notify us as soon as possible regarding your sponsorship intent. If you have any questions, please contact me by e-mail or telephone. Our goal is to confirm sponsors by November 1, 2009 and prepare publicity accordingly thereafter.

Sincerely,

Brian Traylor  
Chair  
(954) 240-3656  
[mrtraylor@gmail.com](mailto:mrtraylor@gmail.com)

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The Internal Revenue Service requires that we disclose that no goods or services were provided in exchange for your contribution. Your gift is tax-deductible according to the rules and regulations of the Internal Revenue Service.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. THE LIGHTHOUSE OF BROWARD COUNTY, CHARITABLE REGISTRATION NUMBER SC-00197, RECEIVES 100% CONTRIBUTIONS