



10th ANNUAL
FROZEN YOGURT
5K Run/Walk
8.18.2024
STANLEY PARK
WESTFIELD, MA

www.gandaracenter.org/5k

SPONSORSHIP OPPORTUNITIES



2024
5K
AUGUST 18

2024 PREMIERE
PRESENTING
SPONSOR



PREMIER PRESENTING SPONSORSHIP \$15,000 (1)

We are thrilled to announce Westfield Bank as our Premier Presenting Sponsor, a partnership that elevates the visibility of their brand across all our channels. Their logo will be prominently displayed on our promotional materials, including flyers, lawn signs, posters, banners, our website, emails, and on various social media platforms, ensuring widespread recognition.

In addition to this extensive exposure, Westfield Bank will enjoy exclusive perks such as special recognition in our Sponsor Spotlight, social media banners, and heartfelt thank-you posts. Their support will also be highlighted in the Gándara Center's 2024 Annual Report, and they'll receive a unique opportunity for an introduction by WWLP-22News on race day, along with the chance to address our participants directly. Plus, they'll benefit from complimentary race registration for twelve runners, underscoring our gratitude for their generous sponsorship.

PRESENTING SPONSORSHIP \$10,000

Maximize your brand exposure with our Presenting sponsorship! Your logo will be featured across a range of promotional materials, including flyers, lawn signs, posters, banners, our website, emails, social media, race t-shirts, and virtual bib. Gain additional visibility with your logo in our Sponsor Spotlight, social media banners, and acknowledgment posts. Your brand will be highlighted in Gándara Center's 2024 Annual Report and introduced by WWLP-22News at the race kickoff. Plus, enjoy complimentary registration for ten runners.

PLATINUM SPONSORSHIP (\$8,000)

Boost your brand's presence with our Platinum sponsorship! Your logo will be featured on a variety of promotional materials, including flyers, lawn signs, posters, banners, our website, emails, social media, race t-shirts, and virtual bib. Enhance your visibility with your logo in our Sponsor Spotlight, social media banners, and acknowledgment posts. Your brand will also be featured in Gándara Center's 2024 Annual Report and introduced by a WWLP-22News personality at the race start. Additionally, receive complimentary registration for six runners.

GOLD SPONSORSHIP (\$5,000)

Elevate your brand visibility through our Gold sponsorship! Your logo will be prominently featured on key promotional materials such as the race day sponsor banner, website, emails, social media posts, and race t-shirts. Benefit from additional exposure with your logo in social media banners, our Sponsor Spotlight, and acknowledgment posts. Your brand will also be mentioned in Gándara Center's email blasts and listed in the 2024 Annual Report. Enjoy a special verbal acknowledgment from WWLP-22News at the race kickoff, along with complimentary registration for four runners.

SILVER SPONSORSHIP (\$2,500)

Enhance your brand's recognition with our Silver sponsorship! Your name will be featured on the race day sponsor banner, in social media posts, and listed on the race t-shirt. Gain additional visibility with your logo in the Sponsor Spotlight and acknowledgment posts, plus tagging on social media. Your brand will also be mentioned in Gándara Center's email blasts and listed in the 2024 Annual Report. As a sponsor, you'll receive complimentary registration for two runners.

BRONZE SPONSORSHIP (\$1,500)

Get recognized with our Bronze sponsorship! Your name will appear on the race day sponsor banner, within social media posts, and on the race t-shirt. Your logo will be highlighted in the Sponsor Spotlight and Thank You posts, and you'll be tagged in our social media content. Additionally, your brand will be mentioned in Gándara Center's email communications and included in the 2024 Annual Report, enhancing your brand's visibility and association with community engagement.

FRIEND OF FRÍA (\$750)

Gain notable recognition with our Friend of FRÍA sponsorship! Your name will be listed on the t-shirt, sponsor banner, in email blasts, and the 2024 Annual Report. Enjoy a special mention on social media alongside other 'Friends' and Sideline Cheerleaders of the event, plus a tag in a 5K-related post, amplifying your brand's presence and support for the community in this popular event.

SIDELINE CHEERLEADER (\$250)

Increase your brand's visibility with our Sideline Cheerleader sponsorship! Your name will be mentioned on social media alongside other Sideline Cheerleaders and tagged in a specific 5K post, boosting your online presence. Additionally, your name will be proudly displayed on the Race Day Event sponsor banner, showcasing your support and partnership with this community-focused event.

PLEASE SEND COMPLETED FORM:

COMPANY NAME (as it should appear on ALL promotional items)

COMPANY CONTACT

MAILING ADDRESS

EMAIL ADDRESS

PHONE NUMBER

SIGNATURE OF AUTHORIZED REPRESENTATIVE

DATE

PAY ONLINE

PLEASE SEND COMPLETED FORM:

gandaracenter.org/5ksponsorship

VIA EMAIL

INVOICE

Paper Invoice

Digital Invoice

Scan form, Save as .PDF, Send to: UEnyiema@gandaracenter.org

VIA MAIL

Gándara Center

c/o Uduak Enyiema, V.P. of Fund Development & Community Relations
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