

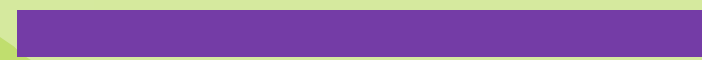


Change the way the world views mental health

GÁNDARA'S 10TH ANNUAL

FROZEN YOGURT

WALK/RUN



AUGUST 18, 2024 9:00AM

"HYBRID EVENT" IN-PERSON & VIRTUAL OPTIONS AVAILABLE



STANLEY PARK, WESTFIELD, MA.



5K

WWW.GANDARACENTER.ORG/5K

WHY BECOME A SPONSOR?

LOCATION: STANLEY PARK, WESTFIELD

Stanley Park in Westfield, MA offers **300 acres** providing boundless access to both passive and recreational opportunities, from **beautiful gardens, athletic fields, monuments, pavilions, walking and hiking areas** and more. Your brand will not only reach 5k participants, but will also catch the eye of weekend parkgoers. The route is **wheelchair and stroller accessible**, allowing for an **inclusive** race for all individuals to enjoy.

VENDORS, FOOD TRUCKS AND FUN!

We've invited **local artisans, crafters, and small businesses** to setup tables under the pavilion in a **dedicated marketplace** near our **Kick-Off Stage** with a direct view of our Sponsor Banner.

Frozen Yogurt + Food Trucks = A Successful Pair! A win-win collaboration, as food trucks get **more foot traffic**/have a **social media following** and our 5k event attracts **more families**.



Cindy and Shronda joined us in 2020 & 2021 from New Jersey!



OUR MISSION

GÁNDARA CENTER

CULTURALLY SENSITIVE CARE SINCE 1977

We promote the well-being of Hispanics, African-Americans, and other culturally diverse populations through innovative, culturally competent behavioral health, prevention, and educational services.

With bilingual capacity across all of our programs and a family-centered and community-based approach, we provide culturally competent, innovative care to the state's most vulnerable populations.

Founded in 1977 to advocate and provide for equal services in the Hispanic community, today, Gándara Center serves nearly 15,000 children, adults, and families each year in 100 locations across Massachusetts.

Gándara Center
Culturally Sensitive Care

www.gandaracenter.org



OUR SERVICES

For more information about our programs and services
visit: www.gandaracenter.org



Behavioral Health



Child + Family



Substance Use/
Recovery



Community
Services



Intellectual +
Developmental
Disability Services



HOW WE HELP

A **partnership** with us means that you can make a **significant impact** providing **care and support**, as we combat the stigma associated with mental illness and substance use problems.

With your partnership, we can continue to **help nearly 17,000** underserved children and adults each year by providing services like our Family Resource Centers and Food Pantry -- which gives families **access to fresh food** and produce. Our agency also serves:



individuals & families seeking supportive housing



at-risk youth & children in foster care



young adults pursuing life goals through the Impact Center



Youth who are homeless



individuals maintaining their recovery

17,000
estimated number of children, youth and adults served each year in Massachusetts



individuals with developmental + intellectual disabilities



families needing community services at the Springfield Family Resource Center



families facing food insecurities



persons served at our substance use residential programs



youth needing behavioral & therapeutic mentoring services

SPONSORSHIP OPPORTUNITIES



2024

Premiere Presenting Sponsorship	\$15,000
Presenting Sponsorship	\$10,000
Platinum Sponsorship	\$8,000
Gold Sponsorship	\$5,000
Silver Sponsorship	\$2,500
Bronze Sponsorship	\$1,500
"Friend of Fría" Sponsorship	\$750
Sideline Cheerleader	\$250
Food Truck Fee	10% of sales
Vendor Fee	10% of sales

THANK YOU TO OUR SPONSORS!

Premiere Presenting Sponsor:

Presenting Sponsor:

2024 SPONSORSHIP OPPORTUNITIES



	Premiere Presenting Sponsor \$15,000	Presenting Sponsor \$10,000	Platinum Sponsor \$8,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,500	Friend of Fría \$750	Sideline Cheerleader \$250
Name recognition & logo use*	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME	NAME
Race Day Sponsor Banner	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Logo on Registration Page	LOGO	LOGO	LOGO	LOGO				
Virtual Race bib logo	LOGO	LOGO						
Social Media Shout Out +Tag <small>(Logo* prominently displayed for Gold & above, Logo less prominent for Silver, Bronze)</small>	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Social Media Sponsor Spotlight Post	LOGO	LOGO	LOGO					
Social Media Banners	LOGO	LOGO	LOGO					
Free Registration	LOGO 12 RUNNERS	LOGO 10 RUNNERS	LOGO 6 RUNNERS	LOGO 4 RUNNERS	LOGO 2 RUNNERS			
Kick-Off Day Shout Out	SPEECH	INTRODUCTION	INTRODUCTION	MENTION				
Email Blasts/Annual Report <small>Listed in publications</small>	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME	NAME

Name recognition & logo use*

Race Day Sponsor Banner

Logo on Registration Page

Virtual Race bib logo

Social Media Shout Out +Tag
Name listed for Friend of Fría +Sideline Cheerleaders

Social Media Sponsor Spotlight Post

Social Media Banners

Free Registration

Kick-Off Shout Out

Email Blasts/Annual Report
Listed in publications

*Logo must be received by **JUNE 30, 2024** and should be in **HIGH RESOLUTION** (Vector Files .EPS preferred, or .PNG, .JPEG, .TIFF files **MUST BE** at least 300dpi) if not, business name will be listed.

\$15,000

PREMIERE PRESENTING SPONSORSHIP



NAME RECOGNITION & LOGO USE

- **Logo prominently displayed** in all Frozen Yogurt 5K promotional materials: fliers, lawn signs, posters, race day sponsor banner, website, email blasts, social media posts, and logo **prominently** displayed on race t-shirt and virtual bib

SOCIAL MEDIA EXTRAS

- **Logo prominently featured** in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

SPONSOR MENTION

- Named in Gándara Center's **internal/external email blasts** and logo **prominently displayed** in the 2024 Annual Report

SPONSOR SHOUT OUT

- On Race Day during kick-off, **Sponsor will be introduced by WWLP-22News personality** and is welcome to say a few words prior to the race.

FREE REGISTRATION

- For twelve (12) runners. Registration includes a **limited edition 2024 Frozen Yogurt 5K t-shirt** for participants

\$10,000

PRESENTING SPONSORSHIP



NAME RECOGNITION & LOGO USE

- **Logo prominently displayed** in all Frozen Yogurt 5K promotional materials: fliers, lawn signs, posters, race day sponsor banner, website, email blasts, social media posts, and logo **prominently** displayed on race t-shirt and virtual bib

SOCIAL MEDIA EXTRAS

- **Logo prominently featured** in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

SPONSOR MENTION

- **Named in Gándara Center's** internal/external email blasts and **logo prominently displayed** in the 2024 Annual Report

SPONSOR SHOUT OUT

- On Race Day during kick-off, **Sponsor will be introduced** by WWLP-22News personality prior to the race.

FREE REGISTRATION

- For **ten (10) runners**. Registration includes a **limited edition 2024 Frozen Yogurt 5K t-shirt** for participants





\$8,000

PLATINUM SPONSORSHIP

NAME RECOGNITION & LOGO USE

- **Logo prominently displayed** in all Frozen Yogurt 5K promotional materials: fliers, lawn signs, posters, race day sponsor banner, website, email blasts, social media posts, and logo **prominently displayed** on race t-shirt and virtual bib.

SOCIAL MEDIA EXTRAS

- **Logo prominently featured** in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media.

SPONSOR MENTION

- **Logo in Gándara Center's** internal/external email blasts and **logo prominently displayed** in the 2024 Annual Report.

SPONSOR SHOUT OUT

- On Race Day during kick-off, **Sponsor will be introduced by WWLP-22News personality** prior to the race.

FREE REGISTRATION

- For **six (6) runners**. Registration includes a **limited edition 2024 Frozen Yogurt 5K t-shirt** for participants.

\$5,000

GOLD SPONSORSHIP



NAME RECOGNITION & LOGO USE

- **Logo prominently displayed** on following Frozen Yogurt 5K promotional materials: race day sponsor banner, website, email blasts, social media posts, and logo displayed on race t-shirt.

SOCIAL MEDIA EXTRAS

- **Logo included** in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

SPONSOR MENTION

- **Logo in Gándara Center's** internal/external email blasts and **logo displayed** in the 2024 Annual Report

SPONSOR SHOUT OUT

- On Race Day during kick-off, **Sponsor will receive a verbal acknowledgement by WWLP-22News personality** prior to the race.

FREE REGISTRATION

- For **four (4) runners**. Registration includes a **limited edition 2024 Frozen Yogurt 5K t-shirt** for participants



\$2,500

SILVER SPONSORSHIP

NAME RECOGNITION & LOGO USE

- **Named** in the following Frozen Yogurt 5K promotional materials: race day sponsor banner, social media posts, and **name listed** on race t-shirt.

SOCIAL MEDIA EXTRAS

- **Logo included** in the Sponsor Spotlight, Thank You posts + tagged on social media.

SPONSOR MENTION

- **Named in Gándara Center's** internal/external email blasts and **named** in the 2024 Annual Report.

FREE REGISTRATION

- For **two (2) runners**. Registration includes a **limited edition 2024 Frozen Yogurt 5K t-shirt** for participants.

\$1,500

BRONZE SPONSORSHIP

NAME RECOGNITION & LOGO USE

- **Named** in the following Frozen Yogurt 5K promotional materials: race day sponsor banner, social media posts, and **name listed** on race t-shirt.

SOCIAL MEDIA EXTRAS

- **Logo included** in the Sponsor Spotlight, Thank You posts + tagged on social media.

SPONSOR MENTION

- **Named in Gándara Center's** internal/external email blasts and **named** in the 2024 Annual Report.



\$750

FRIEND OF FRÍA



\$250

SIDELINE CHEERLEADER

NAME RECOGNITION & LOGO USE

- **Named** in the following Frozen Yogurt 5K promotional materials: **listed** on t-shirt and **name listed** on sponsor banner

SOCIAL MEDIA SHOUT OUT +TAG

- **Mentioned** on social media with other 'Friends' + Sideline Cheerleaders and **tagged** in a 5k post

RACE DAY SPONSOR BANNER

- **Name listed** on Race Day Event sponsor banner

INTERNAL EMAIL BLASTS + 2024 ANNUAL REPORT

- **Name listed** in publications



MEET FRÍA
OUR FROYO 5K MASCOT!



SOCIAL MEDIA SHOUT OUT +TAG

- **Mentioned** on social media with other Sideline Cheerleaders and **tagged** in a 5k post, plus, **name listed** on Race Day Event sponsor banner

RACE DAY SPONSOR BANNER

- **Name listed** on Race Day Event sponsor banner



SOCIAL MEDIA



Tweet

Gándara Center
@GandaraCenter

JOIN US for The 6th Annual Frozen Yogurt Virtual 5K
Now through July 30th sign up you'll be entered to win Virtual Door Prizes (including an 🍎👁📱) Register here: bit.ly/FroYo5K

Register Online
gandaracenter.org
-Track Your Run
-Receive a Limited-Edition Finisher Medal



Gandara Center
Published by Corinne Dumont · July 22, 2020 ·

What is a Virtual 5K? We'll explain, plus, how you can help erase the stigma associated with mental health, watch our segment on **WWLP 22 News MassAppeal** <https://www.wwlp.com/.../frozen-yogurt-5k-goes-virtual.../>
(Register BEFORE July 30th and get entered for a chance to win a Virtual Door Prize -- including a fitness tracker watch, Epson Printer -- courtesy of @deRenzyBusinessTechnologies -- and much more!)
#nonprofit #froyo5k #mentalhealth #stigma #race #run #walk #culturallyensitivecare #gandaracenter Yasso

WWLP.COM
Frozen Yogurt 5K goes virtual
(Mass Appeal)

gandaracenter

Change the way the world views mental health

PRESENTED BY:
WESTFIELD BANK
HEXPLORA
HUB
Cigna

View Insights

Promote

THANK YOU TO OUR SPONSORS!

Premiere Presenting Sponsor: **WESTFIELD BANK**

Presenting Sponsor: **HUB** **HEXPLORA** **Mutual of Americ Financial Group** **yasso** **Springfield PHARMACY** **Eink**

Hispanic Resources, LLC **PeoplesBank** **NAIPlotkin** **2022 5K**

NEWS 22 **SPRINGFIELD THE CW** **The Republican.** **Latino**



HOW TO REACH US

CONTACT DETAILS

Uduak Enyiema
Vice President, Development and Community Relations
uenyiema@gandaracenter.org
(413) 736-8329



PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

PREMIERE PRESENTING SPONSORSHIP (\$15,000)

Our Premiere Presenting Sponsor will receive publicity and logo visibility as a critical program partner in all print and electronic marketing materials, logo prominently displayed on t-shirt, day-of event banner, lawn signs, prominent logo placement in all social media and on REACH (Gándara's agency-wide TV channel). They will be featured on our Facebook/Twitter page event banners and will receive a Social Media Shout Out + Tag on our Facebook Page. On race day, they will have an opportunity to speak, on stage, at kick-off. In addition, the Premiere Presenting Sponsor will be mentioned on GándaraHQ (intranet site for nearly 1,100 employees), internal/external email blasts, and in our 2024 Annual Report. This level also includes free registration for twelve (12) runners.

PRESENTING SPONSORSHIP (\$10,000)

Our Presenting Sponsor will receive publicity and logo visibility as critical program partners in all print and electronic marketing materials, logo prominently displayed on t-shirt, day-of event banner, lawn signs, prominent logo placement in all social media and on REACH (Gándara's agency-wide TV channel). They will be featured on our Facebook/Twitter page banners and receive a Social Media Shout Out + Tag on our Facebook Page. They will receive an introduction on stage at race day kick-off. In addition, Presenting Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), internal/external email blasts, and in our 2024 Annual Report. This level also includes free registration for ten (10) runners.

PLATINUM SPONSORSHIP (\$8,000)

Platinum Sponsors will receive publicity and logo visibility as program partners in all print and electronic marketing materials including social media, prominent placement on day-of event banner, lawn signs and on REACH (Gándara's agency-wide TV channel). They will be included on our Facebook/Twitter page banners and receive a Social Media Shout Out + Tag on our Facebook Page. They will receive an introduction on stage at race day kick-off. In addition, Platinum Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), and in our 2024 Annual Report. This level also includes free registration for six (6) runners.

GOLD SPONSORSHIP (\$5,000)

Gold Sponsors will receive publicity and logo visibility in all print and electronic marketing materials including day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page and placement on REACH (Gándara's agency-wide TV channel). On race day, they will receive a verbal mention at kick-off. In addition, Gold Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), internal/external email blasts, and our 2024 Annual Report. This level also includes free registration for four (4) runners.

PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

- SILVER SPONSORSHIP (\$2,500)**
Silver Sponsors will receive publicity and name recognition in all print and electronic marketing materials including day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page, and placement on REACH (Gándara's agency-wide TV channel). Silver Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,100 employees), internal/external email blasts, and in our 2024 Annual Report. This level also includes free registration for two (2) runners.
- BRONZE SPONSORSHIP (\$1,500)**
Bronze Sponsors will receive publicity and name recognition in all print and electronic marketing materials including day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page and placement on REACH (Gándara's agency-wide TV channel). Bronze Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), Gándara Center needs your support! and in our 2024 Annual Report.
- FRIEND OF FRÍA (\$750)**
Friends of Fría (our Frozen Yogurt Mascot) will be named in the following Frozen Yogurt 5K promotional materials: fliers, posters, website & listed on t-shirt and their logo will be listed day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page and named in our Annual Report.
- SIDELINE CHEERLEADER(\$250)**
With this selection, your business will be listed on day-of event banner, receive a Social Media Shout Out + Tag with other Sideline Cheerleaders on our Facebook Page

Contact Name: _____ Phone: _____ Email: _____

Business Name (as it should appear on ALL promotional items): _____

Signature of Authorized Representative: _____ Date: _____

**Logo must be received by JUNE 30, 2024 and should be in HIGH RESOLUTION
(Vector Files .EPS preferred, or .PNG, .JPEG, .TIFF files MUST BE at least 300dpi) if not, business name will be listed.**

VIA MAIL:

Gándara Center
c.o. Uduak Enyiema
933 E. Columbus Ave. Suite #1
Springfield, MA 01105

EMAIL:

Scan form, Save as .PDF
Send Attachment to:

uenyiema@gandaracenter.org

PAY ONLINE:

www.gandaracenter.org/5ksponsorship

INVOICE:

Paper Invoice

Digital Invoice

FOR OFFICE USE ONLY:

Received By: _____ Date: _____

Notes: _____

MEDIA SPONSORSHIP

2024 Media Sponsor:



LIVESTREAM EVENT EMCEE

Exclusive Livestream broadcast rights, receives formal introduction from Gándara Center & co-hosts program

NAME RECOGNITION & LOGO USE

Logo **prominently** displayed in all Frozen Yogurt 5K promotional materials: fliers, posters, digital banner, Gándara website & Facebook/Twitter banners, social media tags, logo **prominently** displayed on race t-shirt



SPONSORSHIP MENTION

In Gándara Center electronic newsletter (distributed externally to contacts **statewide**)

SOCIAL MEDIA

Sponsor Spotlight post and included in our Sponsor Thank You post

FREE REGISTRATION

For **six (6)** runners

