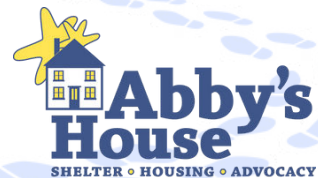


# 16TH ANNUAL 5K *Hybrid Run/Walk* Sponsorship Opportunities



October 11th - 18th 2025

## Presenting Sponsor - \$8,000

- Organization is part of the official event name (i.e. 16th Annual Abby's House 5k Presented by Sponsor Name and Sponsor Name)
- Organization logo on all event materials including: event flyer, website, registration site, online auction site, all event emails (5,000+ subscribers), and social media
- Option to host a branded on-course water station
- Organization featured on social media posts across all social platforms (5,900+ followers)
- Feature spotlight in the Abby's House Fall Newsletter (8,000+ mailed)
- Logo on on-site signage at the in-person event
- Opportunity to distribute promotional materials on race day
- Organization highlighted in press release to local media about the event
- Opportunity to deliver welcome address at the in-person event
- Complimentary race entry for up to ten (10) participants

## Platinum Sponsor - \$5,500

- Organization logo on all event materials including: event flyer, website, registration site, online auction site, all event emails (5,000+ subscribers), and social media
- Organization featured social media post across all social platforms (5,900+ followers)
- Logo on on-site signage at the in-person event
- Option to host a branded on-course water station
- Logo featured in an Abby's House e-Newsletter
- Opportunity to distribute promotional materials on race day
- Organization mentioned in Press Release to local media about the event
- Acknowledged by name in speaking program announcements during the event
- Complimentary race entry for up to six (6) participants

## Gold Sponsor - \$3,000

- Organization logo will appear on event materials including: Abby's House website, Racewire registration site, online auction site, and all event emails (5,000+ subscribers)
- Organization featured in a social media post across Abby's House social platforms
- Logo featured in an Abby's House Fall e-Newsletter
- Opportunity to distribute promotional materials on race day
- Logo on on-site signage at the in-person event
- Complimentary race entry for up to three (3) participants

## Silver Sponsor - \$1,250

- Organization logo will appear on event materials including: Abby's House website, Racewire registration site and online auction site.
- Name will appear in 3+ event emails (5,000+ subscribers)
- Organization name on on-site signage at the in-person event
- Complimentary race entry for one (1) person

## Friends of Abby's House - \$750

- Organization name will appear on Abby's House website and Racewire registration site
- Organization name will appear in 2+ event emails (5,000+ subscribers)

# 16TH ANNUAL 5K *Hybrid Run/Walk* Sponsorship Agreement



October 11th - 18th 2025

Please complete this sponsorship form and return with payment by September 1, 2025 to receive full benefits. If joining as a sponsor after September 15th, your company may not be eligible for all benefits.

Artwork and logos should be submitted to [events@abbyshouse.org](mailto:events@abbyshouse.org) no later than September 15, 2025 and should be in the following format: Hi-res (at least 300 dpi) PNG, JPEG, or EPS files.

## ***Business/Individual Contact Information:***

Business Name: \_\_\_\_\_

State how your company's name should appear (if different): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Contact Email or Phone: \_\_\_\_\_

Facebook Handle: \_\_\_\_\_ Instagram Handle: \_\_\_\_\_

Twitter Handle: \_\_\_\_\_ LinkedIn Handle: \_\_\_\_\_

Signature: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Mail completed form and payment to Jennifer Spicer. Checks made payable to Abby's House.

Abby's House  
ATTN: Jennifer Spicer  
52 High Street  
Worcester, MA 01609



**PAY ONLINE!**

## **[Pay Your Sponsorship Online!](https://abbyshouse.org/sponsorships)**

For faster processing, fill out the Sponsorship Agreement online at [abbyshouse.org/sponsorships](https://abbyshouse.org/sponsorships)

For any questions, contact Jenn Spicer, Director of Development & Communications at (508) 756-5486 X239 or [jennifer@abbyshouse.org](mailto:jennifer@abbyshouse.org)

Your support directly benefits the women and children who call Abby's House home. Thank you for your commitment and support!



# SPONSOR BOTH EVENTS AND SAVE!

NEW THIS YEAR! Get 5% off your top sponsorship level when you choose to sponsor both Spring-Tacular and 5K.

*Select one sponsorship level for each event*

## 12th Annual Spring-Tacular: Bringing Home to Everyone

- Presenting Sponsor: \$12,000
- Leadership Sponsor: \$8,000
- Investing Sponsor: \$5,500
- Community Sponsor: \$3,000
- Contributing Sponsor: \$1,000

## 16th Annual Abby's House 5K

- Presenting Sponsor – \$8,000
- Platinum Sponsor – \$5,500
- Gold Sponsor – \$3,000
- Silver Sponsor – \$1,250
- Friends of Abby's House – \$750

Total of both packages selected: \_\_\_\_\_

### ***Payment***

Organizations sponsoring both Spring-Tacular and 5K will receive a 5% discount on the higher-value sponsorship tier.

**Calculating Your Discount:** Please apply the 5% discount to the sponsorship tier with the higher value. For example, if one tier is \$5,000 and the other is \$3,000, the 5% discount is taken from \$5,000.

Total of both packages selected with 5% discount: \_\_\_\_\_

Mail completed form. Checks made payable to Abby's House.

Abby's House  
ATTN: Jennifer Spicer  
52 High Street  
Worcester, MA 01609

### **Pay Your Sponsorship Online!**

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