



3th Annual Abby's House Hybrid 5K Run/Walk Sponsorships
Virtual Race and Online Auction: Saturday, October 8 – Saturday, October 15, 2022
In-Person Race: Saturday, October 15, 2022 at 9:00 a.m.

We invite you to sponsor the Abby's House Hybrid 5K Run/Walk. This event raises critical funds to provide homeless, abused, and low-income women and their children a safe and welcoming place to stay.

Sponsorship Levels and Benefits

_____ **Presenting Sponsor: \$7,500 (1 available, commitment deadline 7/29/22 to receive complete benefits)**

- Title of the event includes sponsor name
- Company logo and name will appear on all event materials including: event flyer, Abby's House website, Racewire registration site, online auction site, all event emails (5,000+ subscribers), and social media communications
- Company featured in standalone social media post across Abby's House social platforms (5,900+ followers)
- Feature spotlight in the Abby's House Fall Newsletter (8,000+ mailed) and a Fall e-Newsletter
- Logo featured on lawn sign at in-person race on Saturday, October 15th
- Option to write guest blog featuring your business' partnership with Abby's House, highlighted on Abby's House website, E-News, and social media platforms (contact Meghan Person if interested – meghanp@abbyshouse.org)
- Company highlighted in Press Release to local media about the event
- Opportunity to deliver welcome address during speaking program announcements at the virtual and in-person event on Saturday, October 15th

_____ **Platinum Sponsor: \$5,000**

- Logo will appear on event materials including: Abby's House website, Racewire registration site, online auction site, and all event emails (5,000+ subscribers)
- Platinum sponsors featured in a social media post across Abby's House social platforms (5,900+ followers)
- Logo featured on lawn sign at in-person race on Saturday, October 15th
- Feature spotlight in an Abby's House Fall e-Newsletter
- Option to write guest blog featuring your business' partnership with Abby's House, highlighted on Abby's House website, E-News, and social media platforms (contact Meghan Person if interested – meghanp@abbyshouse.org)
- Company mentioned in Press Release to local media about the event
- Acknowledged by name in speaking program announcements during the virtual and in-person event on Saturday, October 15th

_____ **Gold Sponsor: \$2,000**

- Name will appear on event materials including: Abby's House website, Racewire registration site, online auction site, and all event emails (5,000+ subscribers)
- Gold Sponsors featured in a social media post across Abby's House social platforms (5,900+ followers)
- Logo featured in an Abby's House Fall e-Newsletter
- Gold Sponsors logos featured on lawn sign at in-person race on Saturday, October 15th

_____ **Silver Sponsor: \$750**

- Logo will appear on Abby's House website and Racewire registration site
- Name will appear in 3+ event emails (5,000+ subscribers)
- Silver Sponsor names featured on lawn sign at in-person race on Saturday, October 15th

**See back for more information*

_____ **Friends of Abby's House 5K: \$300**

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

_____ **I'm unable to sponsor, but would like to support women and children with a meaningful gift of \$ _____.**

Additional benefits: Sponsoring this event could also result in greater visibility opportunities. Our past events were featured in the Worcester Business Journal, T&G, Channel TV3, WXLO, MassLive and more.

Please complete this sponsorship form and return with payment by September 1, 2022 to receive full benefits. If joining as a sponsor after September 15th, your company's logo/name cannot be featured on lawn signs.

Artwork and logos should be submitted to meghanp@abbyshouse.org no later than September 15, 2022 and should be in the following format: Hi-res (at least 300 dpi) PNG, JPEG, or EPS files.

Sponsorship Agreement

Business/Individual Contact Information

Business Name: _____

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

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Email or Phone: _____

Facebook Handle: _____ Instagram Handle: _____

Twitter Handle: _____ LinkedIn Handle: _____

Signature: _____ Today's Date: _____

Mail completed form and payment to Kelly Whalen. Checks made payable to Abby's House.

Abby's House
ATTN: Kelly Whalen
52 High Street
Worcester, MA 01609

Pay Your Sponsorship Online!

For faster processing, fill out the Sponsorship Agreement and make payment online at abbyshouse.org/donations/sponsor-5k.

You can help spread the word, form a team, and start fundraising to make a difference in the lives of women and children by visiting abbyshouse.org/abbyshouse5k!

Questions, contact Kelly Whalen, Director of Development at (508) 756-5486 X214 / kelly@abbyshouse.org

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