

**75 Sawyer St**

**South Lancaster, MA 01561**

Dear Community Member/Friends,

The 5th Annual\* Lancaster Running for Community 5K Walk & Run, presented by the Village Church of South Lancaster, will be held on Sunday, October 9th 2022. During the four years we’ve held this road race it has evolved into the town’s signature event.

Capitalizing from an overwhelmingly successful 2019 event we are launching: **The Lancaster 5K**. The Village Church hosts this event every year\* to promote health, wellness and fitness for the community we serve. Proceeds from the walk/run will go to the following local organization: The Bread of Life Food Pantry,

Will you help us in making a vital difference in the lives of families in our community? Our goal, this year, is to raise $10,000.00.

**Expected Event Attendance Including Spectators is 350**

This event will provide a great opportunity to connect with a passionate and dedicated audience. You can take pride knowing that your support of the 5K Road Race will directly help your customers and employees. Your sponsorship will promote healthy living and may help:

• Connect with customers

• Enhance your business reputation

• Create more visibility for your services or products

**Contact Information:**

We would like to invite you to support our local race. We will be happy to recognize your business’ contribution in our promotional materials. A donation of any amount will be greatly appreciated. We can customize exclusive visibility and promotion for your product or service. Please contact us for more details.



*Thank you for your consideration and loving contribution,*

Tom Philippou and Glorie Lopez, Race Co-Directors

Cell: (508) 641-3853 and (978) 235-2007

*Email:* *runlancaster5k@gmail.com*

**Sponsorship Levels**

**NOTES**:

1. Always keep in mind we can customize exclusive visibility and promotion for your product or service. *Please contact us for more details.*
2. We accept any appropriate promotional goodies and swag for our runners and walkers.
3. Demographics:
	1. Today’s core runners are highly educated with 75.8% having earned a college diploma.
	2. They’re affluent with 78.0% reporting a household income of more than $ 75,000 (U.S. median household income = $ 61,372).
	3. Runners are motivated and run to stay healthy (68.0%) and to lose weight (32.0%). Source: Running USA-2017

**Platinum Sponsor: $2000.00 (and up)**

• Company Logo and Link on our websites and all social media platforms

• Company Name and Logo on our START/FINISH Line banner

• Company Name and Logo printed on all participant t-shirts

• Company Logo printed on Top Finishers’ medals

• PA announcement-recognized during public announcement on race day

• Free Table and Tent for product or service expo

• Free Registration of up to 20 of your employees

**Gold Sponsor: $ 1000.00 to $1,999.00**

• Company Name and Logo printed on all participant t-shirts

• Company Logo and Link on our website and all social media platform

• PA announcement-recognized during public announcement on race day

• Free Table for product or service expo

• Free Registration of up to 10 of your employees

**Silver Sponsor: $ 500.00 to $999.00**

• Company Name and Logo printed on all participant t-shirts

• Company Logo and Link on our website and social media platform

• Company name on our mile markers

• Free Registration of up to 5 of your employees

**Bronze Sponsor: $250.00 to $499.00**

• Company Name and Logo printed on all participant t-shirts

**Sponsor: Up to $249.00**

• Company Name printed on all participant t-shirts