

ABOUT THE EVENT

The scenic 5K run & walk is a fundraiser for the Rotary Club of Branford, the Soundview Family YMCA, and the BC2 Sports & Fitness Complex. The 5K is held Thanksgiving morning at Walsh Intermediate School in Branford.

This year marks the 15th annual event. In previous years, the event has raised nearly \$200,000 for our signature charities and other worthy local organizations. The 2019 race had nearly 1,000 runners & walkers! The event's focus on family & fitness is a great start to Thanksgiving morning!



Every year around the holiday season, the Branford Rotary donates thousands of dollars to the Community Dining Room of Branford and the Branford Food Pantry. Liberty Bank gives an additional 25 cents on every dollar raised by the Branford Rotary Foundation.



Our friend Ben Callahan, a stand out three-sport athlete, musician, scholar, and humanitarian passed away in a drowning accident. Ben's character brought together thousands of people in the wake of his death who have had been impacted by the way he lived. In his honor, we are starting BC2 Sports with the purpose of serving children and families in and around the community. More information can be found at www.bc2sports.org.



The Soundview Family YMCA, located in Branford, CT helps to strengthen the foundations of communities and families through youth development, healthy living, and social responsibility in twenty-four towns and cities in the Greater Bridgeport and New Haven areas.



INTERESTED IN BECOMING A SPONSOR?

Contact:

John Bysiewicz
john@jbsports.com
203.710.2391

EVENT COORDINATOR

JB Sports coordinates 25 running and walking events annually, including the New Haven Labor Day Road Race and Christopher Martin's Christmas Run for Children. With over 30,000 participants these events raise nearly \$1,000,000 for worthy charities and non-profits.



2021 THANKSGIVING 5K

SPONSORSHIP BROCHURE

NOVEMBER 25, 2021

BRANFORD, CT

Benefits the Rotary Club of Branford, BC2 Sports & Fitness Complex and the Soundview Family YMCA.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$5,000

- Company name incorporated into event title.
- \$5,000 worth of promotional spots on 99.1PLR.
- Largest logo exposure on banner that hangs across Branford's Main St. during week before event.
- Logo exposure (only sponsor listed) on finish tape and 5K race bibs.
- Company logo on race website.
- Mention in all media releases sent out for the event.
- Category Exclusivity.
- Logo exposure on race t-shirts (1,200).
- Company link and logo included in emails sent to over 100,000 participants and potential participants.
- Company link and logo with potential offer included in eblast to all pre-registered participants (800).
- Company link and logo with potential offer included in post-event eblast sent to all event participants (1,000).
- Sponsor booth at race site.
- Company representative nominated to organizing committee.
- Ten complimentary race entries.



KIDS FUN RUN TITLE SPONSOR \$2,500

- Company name incorporated into Kids Run title. Listed as such on website, media releases, eblasts, and finisher's ribbons
- Company representative starts Kids Race.
- Logo exposure on Kids Race bibs.
- Logo exposure on banner that hangs across Branford's Main St. during week before event.
- Company logo on race website
- Exposure on print promotional spots.
- Mention in all media releases sent out for the event.
- Category Exclusivity.
- Logo exposure on race t-shirts (1,200).
- Company link and logo included in emails sent to over 100,000 participants and potential participants.
- Company link and logo with potential offer included in eblast to all pre-registered participants (800).
- Company link and logo with potential offer included in post-event eblast sent to all event participants (1,000).
- Sponsor booth at race site.
- Company representative nominated to organizing committee.
- Sponsor recognition at race site.
- Six complimentary event entries.



SILVER SPONSOR \$1,000

- Logo exposure on banner that hangs across Branford's Main St. during week before event.
- Exposure on print promotional spots.
- Logo exposure on race t-shirts (1,200).
- Company logo on race website.
- Company link and logo with potential offer included in eblast to all pre-registered participants (800).
- Company link and logo with potential offer included in post-event eblast sent to all event participants (1,000).
- Sponsor recognition at race site.
- Four complimentary event entries.

BRONZE SPONSOR \$500

- Company listing on race t-shirts (1,200).
- Company logo on race website
- Company link and logo with potential offer included in post-event eblast sent to all event participants (1,000).
- Sponsor recognition at race site.
- Three complimentary event entries.

RACE FRIEND \$250

- Company listing on race t-shirts (1,200).
- Company logo on race website
- Sponsor plugs at race site.
- One complimentary event entry.