



# STEPS FOR SUSTAINABILITY

**RUN & WALK**



TO BENEFIT

*City Mission*



## SPONSORSHIP OPPORTUNITIES

PROVIDING HELP    INSPIRING HOPE    TRANSFORMING LIVES

# SPONSORSHIP OPPORTUNITIES

## STEPS FOR SUSTAINABILITY 5K



SPONSOR LEVELS & BENEFITS	BRONZE \$1,000	SILVER \$2,500	GOLD \$5,000	PRESENTING \$10,000
Complimentary Race Entries	4	6	8	10
Branding on Racer T-shirts	Company Name Printed on Back	Logo on Back	Logo on Back	Logo on Front
Logo on Race Website	✓	✓	✓	✓
Social Media Shoutout	✓	✓	✓	✓
Branded Signage	✓	✓	✓	✓
MC Shoutout on Race Day		✓	✓	✓
Logo in City Mission Newsletter <i>distributed to ~18k people</i>			✓	✓
Company Collateral in Racer Goodie Bags <i>to be provided by sponsor</i>			✓	✓
Logo on Finisher Medals				✓
Included in Race Name <i>"Steps for Sustainability Presented by [Company Name]"</i>				✓

SPONSORSHIP OPPORTUNITIES CONTINUE ON NEXT PAGE

# SPONSORSHIP OPPORTUNITIES

## STEPS FOR SUSTAINABILITY 5K



### HYDRATION STATION - \$750

The Hydration Station is located along the route of the 5k to provide hydration and motivation to 5k participants. The station will have a table that can be used for a company banner or other signage.

- Company naming opportunity at water station
- Company banner and/or tent and any other desired branding (provided by sponsor)
- Volunteers, table & waters will be provided by City Mission



### MILE MARKER - \$500

- Large 26"x36" branded signage at a mile marker location
- Can be company logo or family name encourage people during their race!



### ROUTE SPONSOR - \$250

- 18"x24" branded signage on location along race route
- Can be company logo or family name encourage people during their race!

### IN-KIND DONATIONS

Showcase your brand by contributing products for our event! You can help us fill goodie bags for participants or provide items for them to enjoy after they cross the finish line. We ask that your donation includes enough items for every race participant unless otherwise specified. See the list below for popular in-kind donation ideas, but feel free to reach out with any creative suggestions or questions!

- Bottled water, sports or recovery drinks
- Energy gels or bars
- Granola bars
- Refueling food (fruits, veggies, bagels)
- Towels, hats, or headbands
- Photography/Videography services
- Prizes merchandise and goodies for top finishers

## INTERESTED IN BECOMING A SPONSOR?

To secure your sponsorship for this year's Steps for Sustainability 5K, please complete the form on the final page of this packet. Don't forget to send your logos to the email listed below.

Please contact Julia at [race@citymission.com](mailto:race@citymission.com) or (518)346-2275 x354 with any questions. We are thankful for your partnership and generosity!





# STEPS FOR SUSTAINABILITY

By sponsoring the Steps for Sustainability 5K, you're empowering City Mission to continue providing essential resources to men, women, and children in need. Your generosity helps ensure that our programs can make a lasting impact. Through this fun event, your support reaches those who need it most, helping them build better lives.

## YOUR SUPPORT WILL **HELP PROVIDE...**

### SHELTER

Warm and safe shelter to nearly 100 men, women and children each night

### FOOD

Warm and nutritious meals for the hungry through sit-down and take-out meals

### CLOTHING

Winter coats and other essential gear to individuals and families in need

### WORK

Workplace training to help people build successful careers and brighter futures

### COUNSELING

Mental and spiritual counseling to help individuals achieve sustainability

### HOPE

Hope that there is a light at the end of a dark tunnel because of the generosity of friends like you



# SPONSORSHIP FORM

You can complete this form online at  
<https://areeventproductions.com/sponsor/city-mission.php>



**Prefer to mail us the form?**  
Complete the section below and mail this page to  
*City Mission of Schenectady*  
PO Box 760  
Schenectady, NY 12305  
\*Check made payable to "City Mission"

## PLEASE SELECT SPONSORSHIP LEVEL(S)

- Presenting \$10,000     Silver \$2,500     Hydration Station \$750     Route Sponsor \$250  
 Gold \$5,000     Bronze \$1,000     Mile Marker \$500     In-Kind *(Please Specify in Comments Below)*

*\*Please email logo to [race@citymission.com](mailto:race@citymission.com) if applicable*

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_ COMPANY NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ADDITIONAL INFORMATION OR COMMENTS \_\_\_\_\_

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