



Habitat for Humanity®

of Coastal Fairfield County

**5K Run for Home &
Workboot Challenge**

Saturday, October 7, 2017 · Bridgeport's Seaside Park

www.habitatcfc.org/RunforHome

presented by  **Bankwell**

in partnership with



wicc 600

We invite you to join Habitat for Humanity of Coastal Fairfield County (Habitat CFC) in supporting the **20th Anniversary 5K Run for Home and Workboot Challenge** on **Saturday, October 7, 2017** at **Seaside Park** in **Bridgeport**. Contributing to this exciting event will allow you to help transform our community while leveraging your business's brand power through association with Habitat for Humanity, one of the most highly recognized and respected charities in the nation.

We have Sponsorship Opportunities starting at \$250 up to \$3,000 for Platinum Sponsors as well as in-kind options (see attached).

Habitat CFC transforms local families and communities by working in partnership with volunteers, donors and responsible, hardworking, low-income families to construct decent, affordable houses. Our work benefits not only our partner families by allowing them to purchase affordable houses, but also the entire community by providing a more stable environment for children, who are then better positioned to become productive members of society.

We look forward to welcoming a record 500 participants at this year's 5K Run for Home! The fast and flat USATF-certified course makes our Run the perfect opportunity for serious runners and fun runners alike. And our 2nd Annual Workboot Challenge is intended to bring out enthusiasts of all kinds, walkers and runners, interested in paying special tribute to Habitat CFC's mission, or just interested in a new challenge. Please visit Habitat CFC's event page at www.habitatcfc.org/runforhome to learn more about the Run.

We would appreciate your time in reviewing the enclosed sponsorship opportunities. Habitat CFC would be pleased to tailor these opportunities to meet your community outreach and marketing objectives. If you have any questions, or need further information, please contact Rachele DeLorenzo, *Habitat CFC Communications Coordinator*, at (203) 333-2642 or at rdelorenzo@habitatcfc.org. We look forward to your support!

Sincerely,

The 5K Run for Home Committee

Jen Day, Rachele DeLorenzo, Jeff Falberg, Kenneth Gradowski Jr., Charles Griggs, Meg Lowe, Blair McCaw, Elizabeth Misiewicz, Rev. John Olson, Kelly Raskauskas, Nina Riccio, and Marty Schaivone

Sponsorship Opportunities

Presenting Sponsor – SOLD (*Bankwell*)

- Prominent logo recognition on *5k Run for Home* promotional materials including Habitat CFC website, social media and e-blasts
- Most prominent recognition with logo on the *back* of race t-shirt*
- Prominent recognition with logo on finish line sign**
- Complimentary registration for 10 runners
- Opportunity to donate a product to be handed out to participants ***
- Opportunity to set up a booth at the race***
- Prominent mention on Habitat WEBE108 and/or WICC 600 0:30 PSA promos

\$3,000

Platinum Sponsors

- Most prominent recognition with logo on finish line sign**
- Recognition on *5k Run for Home* promotional materials including Habitat CFC website, social media and e-blasts
- Recognition with logo on the *back* of race t-shirt*
- Recognition with logo on finish line sign**
- Complimentary registration for 5 runners
- Opportunity to donate a product to be handed out to participants ***
- Opportunity to set up a booth at the race***
- Mention on Habitat WEBE108 and/or WICC 600 0:30 PSA promos

\$1,500

Gold Sponsors

- Recognition on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on the *back* of race t-shirt*
- Recognition on finish line sign**
- Complimentary registration for 3 runners
- Opportunity to donate a product to be handed out to participants ***
- Opportunity to set up a booth at the race***
- Mention on Habitat WEBE108 and/or WICC 600 0:30 PSA promos

Official Start Line Sponsor – SOLD (*Sherpa*)

- Opportunity to display your organization's banner or sign at start line
- Recognition as Official Start Line Sponsor on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on the *back* of race t-shirt*
- Recognition on finish line sign**
- Opportunity to donate a product to be handed out to participants ***
- Opportunity to set up a table at the race***

Bib Sponsor – SOLD (*Ring's End*)

- Opportunity to display your organization's Logo on Bibs
- Recognition as Bib Sponsor on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on the *back* of race t-shirt*
- Recognition on finish line sign**
- Opportunity to donate a product to be handed out to participants ***
- Opportunity to set up a table at the race***

\$500

Silver Sponsors

- Recognition on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on the *back* of race t-shirt*
- Recognition on finish line sign**
- Opportunity to donate a product to be handed out to participants ***
- Opportunity to set up a table at the race***

\$250

Bronze Sponsors

- Recognition on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on the *back* of race t-shirt*
- Recognition on finish line sign**
- Opportunity to set up a table at the race***

\$150

Table at the Event

In-Kind Sponsorships

Food Sponsor

- Set up table (or bring your food truck) at the race to distribute samples to race attendees***
- Recognition on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on back of race t-shirt

Alcohol Beverage Sponsor

- Set up area at the race to distribute samples to registered participants (age 21 and over)***
- Recognition on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on back of race t-shirt

Breakfast Sponsor

- Donate 200 bagels and tubs of cream cheese and butter
- Recognition on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on back of race t-shirt

Drink Sponsor

- Donate 50 one-gallon jugs of water and 500 plastic cups
- Recognition on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on back of race t-shirt

Granola Bar/Fruit Sponsor

- Donate 20 boxes of granola bars and/or cases of fruit
- Recognition on *5k Run for Home* promotional materials including Habitat CFC website and social media
- Recognition on back of race t-shirt

*If confirmed by September 11, 2017.

**If confirmed by September 25, 2017.

*** Products must be approved by Habitat CFC.

I would like to sponsor Habitat CFC's *5K Run for Home* at the following level:

Platinum Sponsor \$3,000

Will have runners - yes ___ no___ (check one)

Gold Sponsor \$1,500

Will have runners - yes ___ no___ (check one)

Silver Sponsor \$500

Bronze Sponsor \$250

Table at the Event \$150

Food Sponsor In-Kind

Please list product: _____

Alcohol / Beverage Sponsor In-Kind

Please list product: _____

Breakfast Sponsor In-Kind

Drink Sponsor In-Kind

Granola/Fruit Sponsor In-Kind

Other Sponsor In-Kind

Please list product: _____

Donation \$ _____ (I/We can't sponsor, but would like to support Habitat CFC's *5K Run for Home*)

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

If this is an In-Kind Donation, please list value of donation: _____

Payment Information

Please invoice me. Enclosed is my check made payable to **Habitat CFC**.

Please charge the following credit card: Visa MasterCard

Credit Card #: _____ Exp. Date: _____ CVV#: _____

Name on Card: _____ Personal Card ___ or Business Card ___

Signature: _____

Please send back completed form to Rachele DeLorenzo at rdelorenzo@habitatcfc.org or mail to the address below.