



Walk/Run

Partnered BY



SPONSORSHIP OPPORTUNITIES



5K

foodbank
of the Southern Tier

SEPTEMBER 7, 2024

Binghamton, NY 11:00 AM

The Food Bank of the Southern Tier is committed to creating a future without hunger— where access to healthy food by all is recognized as fundamental to the well-being and success of individuals, and the foundation of a strong, vibrant society. Our service area includes Broome, Chemung, Schuyler, Steuben, Tioga, and Tompkins counties, covering nearly 4,000 square miles.

We work with more than 155 partner agencies, including Food Pantries, Mobile Food Pantries, meal programs, shelters, school programs, and senior programs.

Our partnership with these agencies across our service area is crucial to our mission as they ensure the food we acquire and distribute gets to the people who need it most. We would not be able to carry out our mission without their dedication, support, and hard work. We are truly inspired by our clients, agencies, donors, and volunteers every day. Thank you for supporting our mission!

EXCLUSIVE BRANDING & NAMING OPPORTUNITIES

- Presenting Sponsor
- Supporting Sponsor
- Cookout Sponsor
- Entertainment Sponsor
- Social Media/Photo Booth Sponsor
- Start/Finish Line Sponsor
- Water Stop Sponsor
- Registration Sponsor
- Mile Marker Sponsor
- Route Sponsor
- Exhibitor



PRESENTING SPONSOR

INVESTMENT: \$10,000

LOGO RECOGNITION

- Logo on Event Website
- Front of Race T-Shirt **Exclusive**
- Logo on Bib **Exclusive**
- Logo on Start/Finish Banner
- Prominent Logo Placement on Event Signage
- Logo on Save the Date Postcards
- Podium Recognition
- 5 Dedicated Route Signs with Custom Messaging

REACH OUR AUDIENCE

- 10x10 Expo Space
- Swag at Registration
- Dedicated Social Posts
- Recognition in Event Emails
- Press Release Announcing Partnership
- Logo on Marketing Collateral **Prominent**

GET INVOLVED

- 10 Complimentary Registrations
- Ribbon Cutting at Start Line





SUPPORTING SPONSOR

INVESTMENT: \$7,500

LOGO RECOGNITION

- Logo on Event Website
- Logo on Race T-Shirt
- Logo on Event Signage
- 5 Route Signs (non-exclusive)

REACH OUR AUDIENCE

- 10x10 Expo Space
- Social Media Post
- Logo on Event Collateral

GET INVOLVED

- 8 Complimentary Registrations





5K FRIEND

INVESTMENT: \$5,000

LOGO RECOGNITION

- Logo on Event Website
- Logo on Race T-Shirt
- Logo on Event Signage
- 3 Route Signs (non-exclusive)

REACH OUR AUDIENCE

- 10x10 Expo Space
- Social Media Post

GET INVOLVED

- 5 Complimentary Registrations



RACE PARTNERS

COOKOUT \$3,500

Banner at Cookout Tent *Exclusive*
Logo on Cookout Napkins *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt
Social Media Post

SOCIAL MEDIA PHOTO BOOTH \$3,500

Participants can visit the Social Media Photo Booth and have their photo taken, which will then be posted on NECC social channels (FB and IG)

Banner at Social Tent *Exclusive*
Branded Frame for Use in Photos *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt
Social Media Post

START/FINISH LINE \$3,500

Banner on Start/Finish Line *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt
Social Media Post

REGISTRATION \$3,000

Banner at Registration Tent *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt

REFRESHMENT STATION \$2,500

Banner at Refreshment Tent *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt

ENTERTAINMENT \$2,500

Banner on Entertainment Staging *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt



RACE PARTNERS

Color \$1,000

Banner at Tent *Exclusive*

Logo on Event Website

Logo on Event Signage

Logo on Race T-Shirt

ROUTE SIGN

\$500 | UNLIMITED AVAILABILITY

24" x 18" Sign Along Route

WATER STOP

\$1,000 | 3 AVAILABLE

Signage at Water Stop

Logo on Event Website

Logo on Event Signage

Logo on Race T-Shirt

MILE MARKER

\$750 | 3 AVAILABLE

24" x 18" Sign at Mile Mark

Custom messaging

EXHIBITOR

\$250 | UNLIMITED AVAILABILITY

10' x 10' Booth with table and 2 chairs





SPONSORSHIP CONFIRMATION FORM

Company Name: _____

Contact: _____ Title: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

YES! I/We will support the 5K Walk/Run

Presenting Sponsor | \$10,000 Supporting Sponsor | \$7,500 5K Friend | \$5,000

Race Partner Opportunities

- | | | |
|--|--|--|
| <input type="checkbox"/> Cookout \$3,500 | <input type="checkbox"/> Social Media \$3,500 | <input type="checkbox"/> Start/Finish Line \$3,500 |
| <input type="checkbox"/> Registration \$3,000 | <input type="checkbox"/> Entertainment \$2,500 | <input type="checkbox"/> Refreshment Station \$2,500 |
| <input type="checkbox"/> Water Stop \$1,000 (3) | <input type="checkbox"/> Exhibitor \$250 | <input type="checkbox"/> Mile Marker \$750 (3) |
| <input type="checkbox"/> Route Sign \$500
(Unlimited) | | |

Sponsorship Participation

My company plans to form a Run/Walk Team Yes No Not Sure

My company plans to host a booth in the Event Expo Yes No Not Sure

Payment

Online Secure Payment at

<https://shorturl.at/hjFW8>

Sponsor Signature

Date

Please submit logos to Scarter@burtsportraits.com by **April 20, 2024**, in order to be included in printed materials.

Please ensure that submitted logos are vector files (AI, EPS, or PDF), or high-resolution PNG or JPG files (at least 300dpi).