

Greetings!

We cordially invite you to participate as a sponsor of the **2017 Remembrance 5K Run/3K Walk for HOPE** on Sunday, August 20, 2017 at Long Branch Park, Liverpool, NY. Over 500 individuals attended last year's event making it a great success. 2017 marks our 7th annual run/walk and we expect the event to grow this year!

Founded in 1978, HOPE For Bereaved is dedicated to helping grieving children, teens, adults and families by offering one-on-one counseling, support groups, a telephone helpline and the HOPELine newsletter at no charge. HOPE's purpose is to offer support, understanding, coping strategies, friendship and hope to the bereaved, as well as, education, consultation and resources for individuals in our community who want to help them.

Did You Know?

- * HOPE offers 12 monthly support groups
- * In 2016, over 1,500 individuals received counseling
- * HOPE's newsletter is distributed to 900+ recipients monthly
- * HOPE publishes three books for grieving youth
- * All core services are provided free of charge



- * The Butterfly Garden was established in 1992
- * Over 2,800 memorial bricks and 140 benches are displayed in this public garden

Your sponsorship will help to defray the cost of organizing the event. The majority of funds from sponsorships will go toward our goal of raising \$40,000; which will help HOPE to continue offering and expanding programs and outreach services for grieving children, teens and their families.

There are various levels of sponsorship for the **2017 Remembrance 5K Run/3K Walk for HOPE**.

Honoring Sponsor -- \$5,000 – Dannible & McKee, LLP. Honoring Anthony F. Dannible.

- Opportunity to sponsor the event honoring a friend/family member/co-worker.
- Company logo on HOPE's site, event registration site, marketing materials & press releases (optional)
- Sponsor mentioned on any broadcasted appearances.
- Prominent display of company logo or name on sleeve of shirts provided to participants (optional)
- Photo of loved one on HOPE's event registration site, website page along with a written tribute honoring your loved one. 100 words or less.
- Name printed in Memorial Tribute Section of shirts provided to participants.
- (1) Name printed in the Memorial section of shirts provided to participants
- Link to company website on the event registration page
- Promotional materials in race packet (company provided)

- Company logo on banner displayed at the event
- Photo of loved one and their name on banner displayed at event.
- Full page ad in the annual Celebration of HOPE Dinner program
- Photo of loved one and tribute honoring you're loved on a special memorial page in Celebration of HOPE Dinner Program.
- Company name and logo listed as top sponsor in monthly newsletter
- 7 complimentary race entries

Corporate Sponsor -- \$3,000

- Company logo on HOPE's site, event registration site, marketing materials & press releases
- Prominent display of company logo on shirts provided to participants
- Sponsor mentioned on any broadcasted appearances.
- Photo of loved one on HOPE's Run/Walk registration site along with a written tribute honoring your loved one. 100 words or less.
- Name printed in Memorial Tribute Section of shirts provided to participants.
- Photo of loved one and tribute honoring you're loved on a special memorial page in Celebration of HOPE Dinner Program.
- Link to company website on the event registration page
- Promotional materials in race packet (company provided)
- Company logo on banner displayed at the event
- Photo of loved one and their name on banner displayed at event.
- Full page ad in the annual Celebration of HOPE Dinner program
- Company name and logo listed as top sponsor in monthly newsletter
- 5 complimentary race entries

Platinum Sponsor -- \$1,000

- Company logo on shirts provided to participants
- Sponsor mentioned on any broadcasted appearances.
- Logo and link to company website on HOPE's site and the event registration page
- Photo of loved one on HOPE's Run/Walk event registration site along with a written tribute honoring your loved one. 100 words or less.
- Name printed in Memorial Tribute Section of shirts provided to participants.
- Photo of loved one and tribute honoring you're loved on a special memorial page in Celebration of HOPE Dinner Program.
- Promotional materials in race packet (company provided)
- Company logo on banner displayed at the event
- Photo of loved one and their name on banner displayed at event.
- Full page ad in the annual Celebration of HOPE Dinner program
- Sponsor recognition in monthly newsletter
- 3 complimentary race entries

Memorial Tribute Sponsor - \$750

- Photo of loved one on HOPE's Run/Walk registration site along with a written tribute honoring your loved one. 100 words or less.
- Name printed in Memorial Tribute Section of shirts provided to participants.
- Photo of loved one and tribute honoring you're loved in a special memorial section in the Celebration of HOPE Dinner Program.
- Photo of loved one and their name on banner displayed at event.
- Sponsor recognition in monthly newsletter
- 3 complimentary race entries

Gold Sponsor -- \$500

- Company logo or name on shirts provided to participants
- Logo and link to company website on HOPE's site and the event registration page
- Promotional materials in race packet (company provided)
- Company logo on banner displayed at the event
- Half page ad in the annual Celebration of HOPE Dinner program
- Sponsor recognition in monthly newsletter
- 2 complimentary race entries

Silver Sponsor -- \$250

- Company logo or name on shirts provided to participants
- Logo and link to company website on HOPE's site and the event registration page
- Promotional materials in race packet
- Company logo on banner displayed at event
- Sponsor recognition in monthly newsletter

T-shirt Sponsor -- \$750 (only one available)

- Option 1 - Company logo or name on shirts provided to participants
- Logo and link to company website on HOPE's site and the event registration page
- Option 2 - In Memory of Name of deceased loved one on back of shirt
- Photo of deceased loved on HOPE's site and the event registration page
- Company logo or deceased loved one's photo and name on banner displayed at the event
- 3 complimentary race entries

Race Bib Sponsor -- \$200 (only one available)

- Option 1 - Company logo on Run race bibs
- Option 2 - In memory of with name of deceased loved on bib
- Company logo or deceased loved one's name on banner displayed at event

Mile Marker Sponsor-- \$100 each (more than one can be purchased)

- Option 1 - Company name will appear on course marker sign
- Option 2 - In memory of with name of deceased loved on Mile Marker
- Company logo or name of deceased loved one's name on banner displayed at event

Water Station Sponsor -- \$100 each (more than one can be purchased)

- Option 1 - Company name will appear on sign at water station(s)
- Option 2 - In memory of with name of deceased loved on station sign
- Company logo or deceased loved one's name on banner displayed at event

Thank you in advance for your consideration of becoming a sponsor. Attached you will find the sponsorship form that can be completed and submitted by mail. Or, please call or email Walt Stein, Director of Public Relations & Development at 315.475.9675 or wstein@hopeforbereaved.com to set up a sponsorship or answer any questions.

Sincerely,

The 2017 Run/Walk Committee



2017 Remembrance 5K Run/3K Walk for HOPE Sponsorship Form

August 20, 2017 at Long Branch Park, Liverpool, NY

Organization Name: _____

Address: _____

City, State, Zip code: _____

Contact Person: _____

Contact Email: _____

Phone Number: _____

Website Address: _____

Name of Deceased: _____

1. Sponsorship level (please circle): Honoring Corporate Platinum Tribute Gold
Silver T-Shirt Race Bib Mile Marker Water Station

2. We plan to send materials / giveaways to be included in the race packet: YES NO

3. Sponsor can choose to have company name displayed or submit a logo. Please print your company name exactly how you would like it to appear on website, signage, etc.:

Artwork and logos should be submitted to wstein@hopeforbereaved.com as follows:

- Logos for t-shirts will be printed in **one color** and should be submitted as hi-res (300 dpi) JPEG or EPS files. Most Photoshop and Illustrator files can also be accepted.
- Logos for signage should be submitted as hi-res (300 dpi) JPEG or EPS files.
- Logos for website should be submitted to as 72 dpi JPEG or PNG files.

4. Participants that receive complimentary race entries as part of their sponsorship can register for the 8K Run/3K Walk by providing participant information to Walt Stein at wstein@hopeforbereaved.com.

5. Checks should be made payable to HOPE For Bereaved, Inc. and mailed to: 4500 Onondaga Boulevard, Syracuse, NY 13219.

Please return this form and payment by: July 15, 2017

Please contact Walt Stein with questions or for additional information on sponsorships at 315.475.9675 or email to wstein@bereaved.com.

www.hopeforbereaved.com