



## **2<sup>rd</sup> Annual Road to Wellness 5K Walk/Run Saturday, September 10, 2016**

### **Sponsorship Opportunities**

**Your support will make it possible for all members of the community  
to participate in the event free of charge.**

#### **Presenting Corporate Sponsor \$50,000 (Sold)**

- Exclusive Presenting Sponsor of The Road to Wellness 5K Walk/Run
- Presenting sponsor of the Health and Wellness Festival immediately following walk/run
- Exclusive industry representation for your company
- Company name/logo inclusion in all press releases (pre and post event)
- Company name/logo inclusion in all ongoing social media campaigns
- Company logo inclusion in all print ads and marketing materials
- Company logo in Dimock's monthly newsletter (circulation: 3,000)
- Logo on event website (as presenting sponsor)
- Logo on all emails to walk participants
- Premier logo placement on stage banner
- Premier logo placement on start/finish line trusses
- mile marker signage
- Premier logo placement on event t-shirts
- Acknowledgement from the stage
- Company representative speaking opportunity at opening ceremonies
- Team of 10-25 participants
- 10x10 tent at Tufts Health Plan Health and Fitness Pavilion immediately following Walk/Run

#### **Olympiad Corporate Sponsor \$50,000**

- Exclusive industry representation for your company
- Company name/logo inclusion in all press releases (pre and post event)
- Company name/logo inclusion in all ongoing social media campaigns
- Company logo inclusion in all print ads and marketing materials
- Company logo in Dimock's monthly newsletter (circulation: 3,000)
- Logo on event website (as presenting sponsor)
- Logo on all emails to walk participants

- Premier logo placement on stage banner
- Premier logo placement on start/finish line trusses
- Premier logo placement on event t-shirts
- Acknowledgement from the stage
- Company representative speaking opportunity at opening ceremonies
- Team of 10-25 participants
- 10x10 tent at Tufts Health Plan Health and Fitness Pavilion immediately following Walk/Run

### **Presenting Athletic Sponsor \$40,000 (exclusive to Athletic Company)**

- Exclusive Presenting Athletic Sponsor of The Road to Wellness 5K Walk/Run
- Exclusive industry representation for your company
- Company name/logo inclusion in all press releases (pre and post event)
- Company name/logo inclusion in all ongoing social media campaigns
- Company logo inclusion in all print ads and marketing materials
- Company logo in Dimock's monthly newsletter (circulation: 3,000)
- Logo on event website (as presenting athletic sponsor)
- Logo on all emails to walk participants
- Premier logo placement on stage banner
- Premier logo placement on start/finish line trusses
- Mile marker signage
- Premier logo placement on event t-shirts
- Acknowledgement from the stage
- Company representative speaking opportunity at opening ceremonies
- Team of 10-25 participants
- 10x10 tent at Tufts Health Plan Health and Fitness Pavilion immediately following Walk/Run

### **Platinum Sponsor \$20,000**

- Company name/logo inclusion in all press releases (pre and post event)
- Company name/logo inclusion in all ongoing social media campaigns
- Company logo inclusion in all print ads and marketing materials
- Company logo in Dimock's monthly newsletter (circulation: 3,000)
- Logo on event website
- Logo on event t-shirts
- Acknowledgement from stage
- Team of 10-25 participants
- 10x10 tent at Tufts Health Plan Health and Fitness Pavilion immediately following Walk/Run

### **Gold Sponsor \$10,000**

- Company name/logo inclusion in all press releases (pre and post event)
- Company logo inclusion in all print ads and marketing materials
- Company name/logo inclusion in two social media campaigns
- Company logo in Dimock's monthly newsletter (circulation: 3,000)
- Logo on event website
- Name on event t-shirts
- Acknowledgement from stage

- Team of 10-25 participants
- 10x10 tent at Tufts Health Plan Health and Fitness Pavilion immediately following Walk/Run

### **Silver Sponsor \$5,000**

- Company name/logo inclusion in all press releases (pre and post event)
- Company name in Dimock's monthly newsletter (circulation: 3,000)
- Company name/logo inclusion in one social media campaign
- Name on event website
- Name on event t-shirts
- Acknowledgement from stage
- Team of 10-25 participants
- 10x10 tent at Tufts Health Plan Health and Fitness Pavilion immediately following Walk/Run

### **Bronze Sponsor \$2,500**

- Name on event website
- Name on event t-shirt
- Acknowledgement from stage
- Team of 10-25 participants
- Table at Tufts Health Plan Health and Fitness Pavilion immediately following Walk/Run

### **Create a Team, Support the Community and Promote Wellness: \$1,000**

Participating as a team is fun, serves as a morale builder for all types of companies, schools, and organizations and provides generous support. It is a time for fellowship outside the work or school environment and a meaningful way for friends and family to spend time together to support the community. A team is excellent exposure for your company, school or organization. Your team members will also have an opportunity to host their own fundraising pages to support The Road to Wellness 5K Walk/Run. Team benefits include:

- 10-25 participants in the Road to Wellness Walk/Run
- Team/group name listing on event website
- Mention in one social media campaign
- Table at Tufts Health Plan Health and Fitness Pavilion immediately following Walk/Run