CFA Society Hartford Corporate 5K benefitting The Connection

Thursday, August 3, 2017
Race starts at 6:30 p.m.
Bushnell Park, Hartford, CT

- *Live entertainment*
- *Great post-race cookout and celebration featuring beer for 21+ year old runners from Hog River Brewing*
- *Computerized race results*
- *Awards presentation*
- *Tech tees to all participants*



Established in 1990, the CFA Society Corporate 5K is Connecticut's oldest corporate competition. Raising over $200,000 for charity, this event is home to the fastest 5K ever run in Connecticut and has been featured on ESPN's Running & Racing.

Following the event, participants enjoy live entertainment, post-race party, awards ceremony and more. Race organizers are excited to offer Hog River Brewing beer for 21+ year old runners at the post-race party! The 2017 event will focus on increasing participation from corporate teams.

2016 sponsors included:

- CFA Society Hartford
- Anthem Blue Cross and Blue Shield
- Eversource Energy
- 102.9 The Whale
- Insurity
- MDC
- Chabaso Bakery
- AIX Group
- Stop & Shop
- Goody's Hardware & Paint
- Capitol View Apartments
- Antiques & Home Furnishings
- East River Energy
- soundRUNNER
- Farrell, Geenty, Sheeley, Boccalatte & Guarino, PC.

Race Coordinator - JBSports

JB Sports annually coordinates over 25 events in the Northeast, including The Faxon Law New Haven & Fairfield Road Races and Ion Bank Cheshire Half Marathon and 5K.

The Connection



About The Connection

For more than 40 years, The Connection has been one of Connecticut's leading private, non-profit human service and community development agencies offering unique solutions to the problems of homelessness, mental illness, substance use, and community justice rehabilitation.

To learn more, please visit us at www.theconnectioninc.org.

Sponsorship Information

Title Sponsor

(CFA Society committed for 2017)

- Sponsoring company's name incorporated into the event's title
- Exposure on all of the event's promotions including nearly $25,000 of promotional spots on 102.9 The Whale
- Logo exposure on the finish line tape and start and finish line banners
- Logo exposure on 1,200 T-shirts given to participants and volunteers
- Logo exposure on 35,000 race application catalogs*
- Logo exposure on posters distributed throughout Connecticut
- Logo exposure on 5,000 race applications
- Sponsorship tent at the race site
- Exposure on over 1,000 race bibs
- Mention in all press releases
- Category exclusivity
- Exposure on the event website
- Company representative can start event and assist in awards ceremony
- Banner opportunities at event site/in finish area
- Opportunity to participate in race day runner's expo
- Opportunity to put inserts or coupons in packets given to all race participants
- 30 Complimentary race entries

Gold Sponsor ($5,000)

- Mention in all promotions, including spots on 102.9 The Whale
- Logo exposure on the start and finish line banners
- Logo exposure on 1,200 T-shirts given to participants and volunteers
- Logo exposure on 30,000 race application catalogs*
- Logo exposure on posters distributed throughout Connecticut
- Logo exposure on 5,000 race applications
- Exposure on the event website
- Mention in all press releases
- Banner opportunities at event site/in finish area
- Opportunity to participate in race day runner's expo
- Opportunity to put inserts or coupons in packets given to all race participants
- 20 Complimentary race entries

Silver Sponsor ($2,500)

- Logo exposure on the start and finish line banners
- Logo exposure on 1,200 T-shirts given to participants and volunteers
- Logo exposure on 30,000 race application catalogs*
- Logo exposure on posters distributed throughout Connecticut
- Logo exposure on 5,000 race applications
- Mention in all press releases
- Exposure on the event website
- Banners opportunities at event/in finish area
- Opportunity to participate in race day runner's expo
- Opportunity to put inserts or coupons in packets given to all race participants
- 10 Complimentary race entries

Bronze Sponsor ($1,000)

- Logo exposure on 1,200 T-shirts given to participants and volunteers
- Logo exposure on posters distributed throughout Connecticut
- Logo exposure on 5,000 race applications
- Exposure on the event website
- Banner opportunities at event site
- Opportunity to participate in race day runner's expo
- Opportunity to put inserts or coupons in packets given to all race participants
- 2 Complimentary race entries

*Offered only to previous year sponsors.

For additional information, please contact:
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