

SPONSOR

New Life's 5K trail run offers a unique opportunity to grow your business with the community while supporting a good cause.

Our trail run attracts a variety of participants from casual to athletic runners with participants that come from Medfield and surrounding communities. By becoming a sponsor your business, products, and brand will have a strong presence with the event providing a direct connection with participants.



NEW BEGINNINGS SPONSOR | \$10,000 +

- Presenting Sponsorship with logo on both New Life Trucks for one year
- Exclusive sponsor logo on the Route 109 Banner (3'x20') (1 month)
- Primary Logo on the "Furnish Line" Banner at the finish of the Trail Run
- Banner (2'x5') with logo placed along race route
- Primary logo on 5k Trail Run t-shirt
- Click-through logo on event webpage
- Recognition as Presenting Sponsor in event publicity, including press releases, print advertising, social media and email blasts to runners and volunteers
- Complimentary race entries

NEXT STEPS

WE WELCOME YOUR SUPPORT. PLEASE REACH OUT TO RICH@NEWLIFEFB.ORG FOR A SPONSORSHIP FORM.

MOVING DAY SPONSOR | \$7,500 +

- Logo on one side of one New Life Truck for 6 months
- Logo on the “Furnish Line” Banner at the finish of the Trail Run
- Banner (2'x5') with logo placed along the race route
- Prominent Logo on 5k Trail Run t-shirt
- Click-through logo on event webpage
- Recognition as Sponsor in event publicity, including press releases, print advertising, social media and email blasts to runners and volunteers
- Complimentary race entries



HOME SWEET HOME SPONSOR | \$5,000 +

- Logo on the “Furnish Line” banner at the conclusion of the Trail Run
- Banner (2'x5') with logo placed along the finishing stretch
- Prominent Logo on 5k Trail Run t-shirt
- Click-through logo on event webpage
- Recognition as Sponsor in event publicity, including press releases, print advertising, social media and email blasts to runners and volunteers
- Complimentary race entries

NEXT STEPS

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SOUND SLEEP SPONSOR | \$2,500+

- Logo on the “Furnish Line” banner at the conclusion of the Trail Run
- Banner (2'x5') with logo placed along the finishing stretch
- Name listed on 5K Trail Run t-shirt
- Name displayed on Mile Marker (1.5'x2') (Up to 2 donors per marker)
- Click-through logo on event webpage
- Recognition in pre and post-race emails to the New Life Furniture Bank distribution list (over 1,700 individuals) and all race participants
- 4 Complimentary Race Entries

AROUND THE KITCHEN TABLE SPONSOR | \$1,000+

- Banner (2'x5') with logo placed along the race route
- Name listed on 5K Trail Run t-shirt
- Name displayed on Mile Marker (1.5'x2') (Up to 2 donors per marker)
- Name listed on event webpage
- Recognition in pre and post-race emails to the New Life Furniture Bank distribution list (over 1,700 individuals) and all race participants
- 2 Complimentary Race Entries

HOPE & DIGNITY SPONSOR | \$500+

- Name displayed on Race Day banner acknowledging all \$500 donors
- Recognition on the New Life Furniture Bank website
- Recognition in post-race thank you email to the New Life Furniture Bank distribution list (over 1,700 individuals) and all race participants

PEACE OF MIND SPONSOR | \$250+

- Name displayed on Race Day banner acknowledging all \$250 donors
- Recognition on the New Life Furniture Bank website
- Recognition in post-race thank you email to the New Life Furniture Bank distribution list (over 1,700 individuals) and all race participants

NEXT STEPS

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