



Hope After Loss Footprints On Our Hearts Walk & 5K
Sunday, September 30th
Hubbard Park, Meriden, CT

*Helping those who experience pregnancy
and/or infant loss to find the inspiration of
hope by providing connections, comfort, and care.*

Event Summary

Associate your business with the annual **Hope After Loss Footprints On Our Hearts Walk & 5K** which has been bringing members of the community together for close to a decade. Through these events, we bring together members of the community who want to be a part of supporting bereaved families across Connecticut and beyond.

Why Choose the Hope After Loss Footprints On Our Hearts Walk & 5K?

- More than 3,000 people have come together through these events since they began.
- Sponsorship opportunities include signage (printed and online), email promotion, and much more
- Impact 500+ people in attendance, as well as thousands of individuals exposed to the event's marketing

Join with other community leaders in our Circle of Hope such as Acelleron Medical Products, Bartlett Legal Group LLC, Fit and Balanced Mom, Steamatic Total Cleaning and Restoration, Yale Fertility Center, Yale Maternal Fetal Medicine, and Yale New Haven Hospital, Warner Financial Group, Robert Shure Funeral Home, TransitAmerica Services, Center for Advanced Reproductive Services, The University of Connecticut Center for Obstetrics and Gynecology, and many more, who are all helping to support bereaved families through our initiatives of peer to peer support groups, burial assistance, and outreach and education.

Take a look at the exciting packages on the *Sponsorship Opportunities* sheet to find one that fits your budget and marketing goals. We are happy to work with you to create a package that is tailored to your specific needs. Early support offers the greatest exposure!

The corporate and friend donors provide valuable support and allow 100 percent of the proceeds to benefit Hope After Loss initiatives to support bereaved families. Thank you for your consideration. We look forward to partnering with you for our 8th annual Hope After Loss Remembrance Walk- now including the same day 5k!

Contact info@hopeafterloss.org or visit our website at hopeafterloss.org for additional details.

Jennifer Cretella- Event Co-Chair

Jackie Klug-McLeod- Event Co-Chair

Amber Smiley- Program Manager and Event Co-Chair



Hope After Loss Footprints On Our Hearts Walk & 5K

Sunday, September 30th, 2018

Sponsorship Opportunities

Diamond Sponsor- \$5,000

- Your business name/logo featured prominently on all event announcements and other materials
- Sponsor announced at the event with an opportunity to speak before the 5k
- Business name/logo on event banner and on sign along race/walk route
- Acknowledgment during opening ceremonies and in Chair's message in program book
- Business name/logo in largest print on back of shirts, on website and in newsletter
- Full page color advertisement in program book
- Automatically enrolled into the Circle of Hope
- Your marketing materials (supplied by you) included in participant goody bags
- Ten complimentary race or remembrance walk registrations and 10x10 space for table at the event*

Platinum Sponsor- \$3,500

- Business name on event banner and business name and logo on sign along race/walk route
- Sponsor announced at the event
- ¾ page advertisement in program book
- Business name/logo on back of shirts, website and in newsletter
- Automatically enrolled into the Circle of Hope
- Your marketing materials (supplied by you) included in participant goody bags
- Eight complimentary race or remembrance walk registrations and 10x10 space for table at the event*

Gold Sponsor- \$2,500

- Business name/logo on sign along race/walk route
- Sponsor mentioned at the event
- Half page black and white advertisement in program book
- Business name/logo on back of shirts, website and in newsletter
- Automatically enrolled into the Circle of Hope
- Your marketing materials (supplied by you) included in participant goody bags
- Six complimentary walk/race registrations and 10x10 space for table at the event*

Silver Sponsor- \$1,000

- Business name/logo on sign along race/walk route
- Sponsor mentioned at the event
- Quarter page black and white advertisement in program book
- Business name on the back of t-shirts- in large font, on website and included in the newsletter
- Automatically enrolled into the Circle of Hope
- Your marketing materials (supplied by you) included in participant goody bags
- Four complimentary walk/race registrations OR 10x10 space for table at the event*

Bronze Sponsor- \$500

- Business name/logo on sign along race/walk route
- Quarter page black and white advertisement in program book
- Business name on back of shirts- in large font, on website and included in the newsletter
- Your marketing materials (supplied by you) included in participant goody bags
- Two complimentary walk/race registrations

Friend- \$300

- Quarter page black and white advertisement in program book
- Business name on back of shirts- in small font, on website and in newsletter

*10x10 Table Space Available

Table space will be on a first come first serve basis, please email

info@hopeafterloss.com

to reserve your space. Sponsors must supply their own table, tent, and chairs.



Annual Sponsorship Opportunities

These unique opportunities entitle you/your company to the following for the 2018-2019 fiscal year!

Annual Diamond- \$10,000

- Diamond sponsorships for BOTH the Footprints on Our Hearts Walk & 5K AND the Compassionate Care Awards at the Craft Beer and Wine Tasting held in the spring
- Business logo/name on the Hope After Loss webpage all year, with a link to your website
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media monthly
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media

Annual Platinum- \$7,000

- Platinum sponsorships for BOTH the Footprints on Our Hearts Walk & 5K AND the Compassionate Care Awards at the Craft Beer and Wine Tasting held in the spring
- Business logo/name on the Hope After Loss webpage all year, with a link to your website
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media monthly
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media

Annual Gold- \$5,000

- Gold sponsorships for BOTH the Footprints on Our Hearts Walk & 5K AND the Compassionate Care Awards at the Craft Beer and Wine Tasting held in the spring
- Business logo/name on the Hope After Loss webpage all year, with a link to your website
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media monthly
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media

Annual Silver- \$2,000

- Silver sponsorships for BOTH the Footprints on Our Hearts Walk & 5K AND the Compassionate Care Awards at the Craft Beer and Wine Tasting held in the spring
- Business logo/name on the Hope After Loss webpage all year, with a link to your website
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media monthly
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media

Annual Bronze- \$1,000

- Bronze sponsorships for BOTH the Footprints on Our Hearts Walk & 5K AND the Compassionate Care Awards at the Craft Beer and Wine Tasting held in the spring
- Business logo/name on the Hope After Loss webpage all year, with a link to your website
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media monthly
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media

Annual Friend- \$600

- Friend sponsorships for BOTH the Footprints on Our Hearts Walk & 5K AND the Compassionate Care Awards at the Craft Beer and Wine Tasting held in the spring
- Business logo/name on the Hope After Loss webpage all year, with a link to your website
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media monthly
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media



2019 Compassionate Care Awards at the International Craft Beer and Wine Tasting

Sponsorship Opportunities

Diamond Sponsor \$5,000

- VIP table of 10 at the event
- Corporate logo on all event announcements
- Corporate logo placement on the Hope After Loss website with link to sponsor website
- Full page advertisement with prominent placement in program book
- Recognition in Chair's Message in program book
- Acknowledgment from podium
- Opportunity to express their support for Hope After Loss at podium
- Recognition as Diamond Sponsor in promotional materials, press releases, website, and other materials
- A sign behind the award ceremony podium highlighting your business
- Recognition in The Hope After Loss newsletter as Diamond Sponsor

Platinum Sponsor \$3,500

- 8 tickets to the event
- 3/4 page advertisement in program book
- Recognition as Platinum Sponsor in promotional materials, press releases, website, and other materials
- Recognition as Platinum Sponsor in all media ads
- Recognition in The Hope After Loss newsletter as Platinum Sponsor
- A sign behind the award ceremony podium highlighting your business

Gold Sponsor \$2,500

- 6 tickets to the event
- Half page advertisement with prominent placement in program book
- Recognition as Gold Sponsor in promotional materials, press releases, website, and other materials
- Recognition in The Hope After Loss newsletter as Gold Sponsor
- A sign behind the award ceremony podium highlighting your business
- Recognition on all hard copy tickets printed for the event

Silver Sponsor \$1,000

- 4 tickets to the event
- A sign behind the award ceremony podium highlighting your business
- Quarter page advertisement in program book
- Recognition as Silver Sponsor in promotional materials, press releases, website, and other materials
- Recognition in The Hope After Loss newsletter as Silver Sponsor

Bronze Sponsor \$500

- 2 tickets to the event
- Quarter page advertisement in program book
- Recognition as Bronze Sponsor in promotional materials, website, and other materials
- Recognition in The Hope After Loss newsletter as Bronze Sponsor

Friend \$300

- Quarter page advertisement in program book
- Recognition as a Corporate Friend in promotional materials, website, and other materials



Silent Auction/Raffle Donation Form

Donations of goods and services are being accepted as tax-deductible contributions to our annual events. Our auctions (CCA) and raffle (Walk & 5K) are key factors in the success of Hope After Loss's fundraising efforts. Please fill out the form below if you would like to contribute.

Individual Donor or Company

Name:

Name as you would like it to appear in print:

Contact:

Address:

City: _____ State: _____

Zip: _____

Phone: _____ Fax: _____

Email: _____

Description of Donation: (quantity, size, color, etc.) Please complete one form per item:

Limitations or Expiration Date: _____

Fair Market Value: _____

Please mail to 900 Chapel Street 10th Floor New Haven, CT 06510

www.hopeafterloss.org

Hope After Loss is a 501 (c)(3) charitable organization. Federal ID#: 06-1500439. All donations are tax deductible as allowed by law.
Hope After Loss, Inc. 900 Chapel Street, 10th Floor, New Haven, CT 06510 | 203.782.4330 | www.hopeafterloss.org

Signing up to Sponsor or Advertise with is as easy as 1, 2, 3!

Step 1

Choose your sponsorship level

- Platinum Sponsor (\$5,000)
- Gold Sponsor (\$2,500)
- Silver Sponsor (\$1,000)
- Bronze Sponsor (\$500)
- Corporate Friend (\$300)

OR

Advertise only:

- Full Page Ad (5 x 8) \$550
- Half Page Ad (5 x 4) \$350
- 1/4 Page Ad (2.5X4 or 5X2) \$150
- 1/8 Page Ad (\$75)

Step 2

Tell us about yourself or your company

Company/Individual/Family Name:

Name as you would like it to appear in print:

Contact person:

Mailing address:

Phone number(s):

E-mail address:

Step 3

Send us your ad, logo and payment

- Ad (high resolution JPEGS or PDF files)
- Logo (high resolution JPEGS or PDF files)

*Please e-mail to
administrator@hopeafterloss.org*

Payment Options:

Check

Please make your check payable to Hope After Loss and enclose.

Credit Card

Please return this form and we will contact you.

Please mail this form to:
Hope After Loss
900 Chapel Street 10th Floor
New Haven, CT 06510

Thank you for partnering with us to spread Hope!

Hope After Loss, Inc. is a 501c organization. All donations are tax deductible to the extent allowed by Law.
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