

# Example Sponsorship Package for Charity Event

## Event Overview

**Event Name:** Run for Hope 5K

**Event Date:** September 10, 2023

**Location:** Central Park, New York City

**Objective:** To raise funds and awareness for children's mental health services.

## Sponsorship Levels

### **1. Platinum Sponsor - \$10,000**

- Company logo prominently displayed on all event banners, flyers, and marketing materials.
- Company logo on the event website with a link to your website.
- Inclusion in all press releases and media interviews as the Platinum Sponsor.
- Opportunity for a company representative to speak at the event.
- Ten complimentary registrations for the 5K run.
- Exclusive VIP tent at the event with refreshments.
- Post-event acknowledgment in the event newsletter and social media channels.
- A plaque of appreciation presented at the event.

### **2. Gold Sponsor - \$5,000**

- Company logo displayed on event banners, flyers, and marketing materials.
- Company logo on the event website with a link to your website.
- Inclusion in all press releases as a Gold Sponsor.
- Five complimentary registrations for the 5K run.
- Shared VIP tent at the event with refreshments.
- Post-event acknowledgment in the event newsletter and social media channels.

### **3. Silver Sponsor - \$2,500**

- Company logo displayed on event flyers and marketing materials.
- Company logo on the event website.
- Inclusion in selected press releases as a Silver Sponsor.
- Three complimentary registrations for the 5K run.
- Post-event acknowledgment in the event newsletter.

#### **4. Bronze Sponsor - \$1,000**

- Company logo displayed on event flyers.
- Company name listed on the event website.
- Two complimentary registrations for the 5K run.
- Post-event acknowledgment in the event newsletter.

#### **5. Supporter - \$500**

- Company name listed on the event website.
- One complimentary registration for the 5K run.
- Post-event acknowledgment in the event newsletter.

### **In-Kind Sponsorship Opportunities**

We also welcome in-kind sponsorships. These can include donations of products, services, or other non-monetary support. In-kind sponsors will receive recognition based on the estimated value of their contribution, corresponding to the above sponsorship levels.

### **Custom Sponsorship**

We understand that each sponsor has unique goals and objectives. We are open to customizing sponsorship packages to suit your needs. Please contact us to discuss how we can create a meaningful partnership.

### **Contact Information**

For more information on sponsorship opportunities, please contact:

Jane Doe  
Event Coordinator  
Run for Hope 5K  
Email: [janedoe@runforhope.org](mailto:janedoe@runforhope.org)  
Phone: (123) 456-7890

Thank you for considering supporting Run for Hope 5K. Your contribution will make a significant impact on the lives of children in need of mental health services.

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