



May 19, 2021

Dear Friends of Pounding the Pavement for Pink,

“One, Two, Three GREEN light”! We are excited to announce that Pounding the Pavement for Pink will be LIVE again for our **10th Annual** Pounding the Pavement for Pink 5k!

This year’s event will be special in 2 ways; it is our **10th anniversary**, and we are **LIVE!** After taking a year off from **our live event**, our 10th anniversary 5K will be held on October 2nd, 2021 in the same location on the corner of broad and river streets. **We will continue with our Virtual 5k and Pink Challenge also happening between October 1st and October 3rd, 2021.** As we move forward, we will continue to monitor all mandates and guidelines.

Over the last 9 years, our event has grown from 600 runners/walkers to 3000 runners/walkers! Additionally, in those 9 years we have raised over \$900,000 in the FIGHT against breast cancer.

Our commitment to the FIGHT against breast cancer is more important now than ever before. We continue to need the help of our community in order to continue to help those victimized by the breast cancer diagnosis.

We are reaching out to all our sponsors from previous years. With a virtual component still in place for this year’s event, the potential for **national participation is real!** We want to promise you an increased presence on social media and in email communications. Additionally, we will place signage and banners around town leading up to our LIVE event! A complete list of sponsorship benefits and opportunities can be found on the Sponsorship Contract forms included with this letter.

We know that the difficult financial times still present themselves not just for us as a nonprofit organization, but also for local businesses, families and individuals as well.

However, we would deeply appreciate your continued support. Please let us know if there is anything we can do to answer questions you might have at this time and how we can maximize your sponsorship investment for our virtual event-we are open to your ideas.

Be safe, be healthy,

Mary Deming

Pounding the Pavement for Pink Events Director

seymourpink09@aol.com

203-668-3170



**Live 5K on
Saturday, Oct. 2nd
at Pine Street/Broad Street
Seymour, CT
Virtual Friday, October 1
through
Sunday, October 3, 2021
"ANYWHERE USA"**

Sponsorship Commitment Form



Our Company wants to join this COMMUNITY'S FIGHT against breast cancer by sponsoring the **10th Annual 5K POUNDING the PAVEMENT for PINK, and 2nd Annual Pink Challenge** at the following level:

- | | | | |
|-------------------------------------|---|--------------------------|-----------------------------|
| <input type="checkbox"/> N/A | <i>One Available</i>
Presenting Sponsor \$7500 | <input type="checkbox"/> | Pink Diamond Sponsor \$2500 |
| <input type="checkbox"/> | Ruby Sponsor \$1250 | <input type="checkbox"/> | Amethyst Sponsor \$750 |
| <input type="checkbox"/> | Pearl Sponsor \$500 | <input type="checkbox"/> | In-Kind Donations/Other |
| <input type="checkbox"/> | Start Line Sponsor \$1000 | | |

Company Information

**Company Name (as you would like it to appear in all publications)

Contact Person: _____

Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Payment

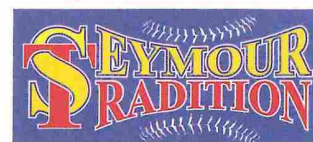
For inclusion in ALL marketing materials which apply to your level of sponsorship, donations **MUST** be received by **Monday August 9th, 2021**.

- Check Enclosed (Payable to Seymour Pink, Inc.)
- Please bill my organization at the address above

Please send payment and the completed Commitment Form, **no later than Monday August 9th, 2021** to:
Seymour Pink, Inc.
5K POUNDING the PAVEMENT for PINK
P.O. BOX 333 * Seymour, CT 06483



Proceeds to benefit
Seymour Pink &
Seymour Tradition





Sponsorship Opportunities for 10th Annual 5K, and Pink Challenge

Pounding the Pavement for Pink

Presenting Sponsor for the 5K, and Pink Challenge

- \$7500 (one available)
- Large Prominent Logo on top of race shirts /bibs***
- Logo on Race and All related websites
- Huge Social media presence with FB, Instagram etc.
- Logo on signage posted around town
- 25 complimentary 5K race registrations
- 10 complimentary **VIRTUAL** Pink Challenge race registrations

PINK DIAMOND Sponsor- \$2500

- Logo on top back of shirt and race bibs ***
- Logo on Race and ALL related websites
- Logo on signage posted around town during event period
- Social media presence with FB, Instagram etc.
- 10 complimentary 5K race registrations
- 5 complimentary **VIRTUAL** Pink Challenge race registrations

RUBY SPONSOR- \$1250

VIRTUAL Kids' Run Sponsor

- Large Prominent logo on back of Kids Fun run shirts**
- Logo on 5K, and Pink Challenge T-shirts
- Logo on Race and ALL related websites
- Logo on signage posted around town during event period
- Social media presence with FB, Instagram etc.
- 6 complimentary 5k race registrations
- 3 complimentary **VIRTUAL** Pink Challenge race registrations

Start Line Sponsor-\$1000

- Logo on back of 5k, and Pink Challenge T-shirts
- Logo on Race and ALL related websites
- Logo on signage posed around town during event period
- Social media presence with FB, Instagram etc.
- 5 complimentary 5K race registrations
- 2 complimentary **VIRTUAL** Pink Challenge race registrations entries

Amethyst Sponsor-\$750

- Logo on back of 5K, and Pink Challenge t-shirts
- Logo on Race and ALL related websites
- Logo on signage around town during event period
- 4 complimentary 5k race registrations
- 1 complimentary **VIRTUAL** Pink Challenge

Pearl Sponsorship-\$500

- Logo on back of 5k, and Pink Challenge t-shirts
- Logo on signage around town during event period
- 2 complimentary 5K race registrations
- 1 complimentary **VIRTUAL** Pink Challenge race registration



IN-KIND DONATIONS / OTHER SPONSORSHIP

If you would like to make a donation of a product or services, please contact Mary Deming at 203-688-3170. Your company will receive signage recognition on race day in town and on social media.

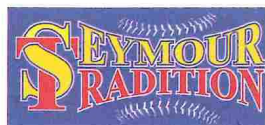
****Deadline for sponsorship and logos is **August 9, 2021**. Sponsor Commitment **MUST** be received by **August 9th** to be included on t-shirts.

**Please provide your company logo ASAP in .jpg, .pdf., tif, .psd, .ai or .eps format on a disk along with your check or email it in to seymourpink09@aol.com, me@trudyginsburg.com and info@grandconcepts.biz

Thank you for joining our COMMUNITY in the FIGHT against breast cancer by your participation in our 10th Annual POUNDING THE PAVEMENT FOR PINK EVENT And The 2nd ANNUAL VIRTUAL PINK CHALLENGE



Proceeds to benefit
Seymour Pink &
Seymour Tradition



Seymour Pink
5K POUNDING the PAVEMENT for PINK
PO BOX 333
Seymour, CT 06483
203-668-3170