

# 6th Annual

## BE HAPPY ROAD RACE

2024 A Race for Hope  
Sunday, August 25



# 2024 Sponsorship Options

### About the Event

Please join us for the 6th annual Be Happy Road Race | Walk 1K/5K/10K. This is a great opportunity to come together in support of HOPE for those facing a devastating cancer diagnosis, and with your sponsorship we get closer to our goal of supporting the fight to becoming cancer free. **Our fundraising goal for 2024 is to surpass last year's donation of \$25,000 to support cancer research at the Smilow Cancer Center.**

This event begins and ends in a vibrant community in Windsor at The Villages at Poquonock.

We are grateful for our sponsors who make Hope happen. To become a sponsor for the Be Happy Road Race 2024, you can [register online](#), or print this form if you prefer to mail the form along with a check.

Lindsay's Legacy Foundation, Inc., is a 501 (c) (3) non-profit organization dedicated to providing HOPE for patients, families & researchers on the journey to becoming cancer free.

### Questions? Contact

[Info@lindsayslegacyfoundation.org](mailto:Info@lindsayslegacyfoundation.org)

	Presenting Sponsor	Gold	Silver	Bronze
<b>Sponsor Benefits</b>	<b>\$7,500</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>
Logo inclusion on all <b>Be Happy Run</b> communications, including Finish/Start line signage and promotional signage	●			
Reserved Booth space at the post-race celebration	●			
Your logo featured on our full color event step-and-repeat backdrop ( <i>popular location for participants to take photos for social media posts</i> )	●	●		
Inclusion in race marketing and social media campaigns, plus recognition on race weekend.	●	●		
Free race shirts & event registrations	qty. 8	qty. 4	qty. 2	
Social media & email recognition pre- and post-event	●	●	●	
Recognition AlwaysBeHappy.org	●	●	●	
Opportunity to include promo material/product samples in participant swag bags	●	●	●	●
Logo on race day posters & mile markers	●	●	●	●
1 year of sponsorship recognition on event page	●	●	●	●

**See page 2 for Race Day Exclusive Sponsorship Packages**

## Race Day Exclusive Sponsorship Packages

### Water Station | \$250 (2 available)

Cost provides the hydration supplies! Choose to have your crew volunteer at our most trafficked locations on the run course routes, or have our Be Happy Race volunteers represent your company! Also included are custom signage and table displays at and around the area.

### Race Crew | \$500 (1 available)

Volunteer Team support - cost provides volunteer t-shirts with your company's branding, safety equipment & training, volunteer food.

### Post-Race Celebration | \$2500 (1 available)

There's no energy like that we feel at the FINISH LINE!!!! Provide post-race food, hydration, and music with exclusive branding in the celebration tent and at the finish line.

### Awards | \$1500 (1 available)

Prize money, cost of awards & customization. Prize money envelopes to be printed with your company logo and represented in prize presentation photos. (We award top finishers a custom one-of-a-kind gift for them to remember their accomplishment. Be remembered as they take home their custom award and display your company's logo with pride.)

### Custom Package | Ask for details

## Sponsorship Commitment Form

Complete the form below, or **register online** at [https://lindsayslegacyfoundation.org/become\\_donor\\_sponsor/](https://lindsayslegacyfoundation.org/become_donor_sponsor/)

### Select your sponsorship level

- |                                  |                    |                                 |                       |
|----------------------------------|--------------------|---------------------------------|-----------------------|
| <input type="checkbox"/> \$7,500 | Presenting Sponsor | <input type="checkbox"/> \$2500 | Post-Race Celebration |
| <input type="checkbox"/> \$2,500 | Gold Sponsor       | <input type="checkbox"/> \$1500 | Awards                |
| <input type="checkbox"/> \$1,000 | Silver Sponsor     | <input type="checkbox"/> \$500  | Race Crew             |
| <input type="checkbox"/> \$500   | Bronze Sponsor     | <input type="checkbox"/> \$250  | Water Station         |



### Contact Information

<b>Name</b>		
<b>Title</b>		<b>Company</b>
<b>Address</b>		
<b>City</b>	<b>State</b>	<b>Zip Code</b>
<b>Phone</b>		

### Payment Information

- Check Enclosed  Credit Card

### Name on Card

<b>Card Number</b>	<b>Expiration Date</b>	<b>Security Code (CVV)</b>
<b>Billing Address</b>		
<b>City</b>	<b>State</b>	<b>Zip Code</b>

Mail or e-mail completed form to: [Lindsay's Legacy Foundation, Inc. P.O. Box 3196 | Vernon, CT 06066](mailto:Lindsay's Legacy Foundation, Inc. P.O. Box 3196 | Vernon, CT 06066)

Email: [Marianne@LindsaysLegacyFoundation.org](mailto:Marianne@LindsaysLegacyFoundation.org)

Please make checks payable to: "Lindsay's Legacy Foundation".

All Logos need to be supplied as high resolution (300 dpi for) to [info@lindsayslegacyfoundation.org](mailto:info@lindsayslegacyfoundation.org) by 07/01/2024