



## Reach out to the LGBTQ community and Allies by sponsoring the 2024 CNY Gay 5k



**The Ninth Annual CNY Gay 5k** will be held on June 15, 2024. We expect to exceed 2023 participation of 365 by welcoming 400 or more runners and walkers to Longbranch Park in Liverpool.

When you sponsor the CNY Gay 5K, you will reach hundreds of participants and others who receive our promotional materials, including businesses, organizations and individuals. All sponsors will also be recognized on t-shirts given to every registrant.



**100% of the proceeds from the CNY Gay 5k stay in CNY to support older adults in the lesbian, gay, bisexual, transgender, and queer (LGBTQ) community.** Funds raised go to SAGE Upstate, a non-profit organization working on behalf of older LGBT people.

Older adults in the LGBTQ community are less likely to have support from family, more likely to live alone, and less likely to reach out to social service agencies that may help because they fear discrimination. **Your sponsorship will support programs that reduce isolation and improve health for older LGBTQ people.**



The CNY Gay 5k will kick off on Saturday, June 15 at Longbranch Park. Enclosed you will find more information about sponsorship opportunities. You can also visit the event website: [www.cnygay5k.org](http://www.cnygay5k.org). If you are unable to sponsor this year, we hope you will consider signing up for the 5k and/or promoting participation within your business or organization and sharing on social media.



*Barb Genton*  
Barb Genton  
Race Director

*Bob Bezy*  
Bob Bezy  
Assistant Race Director

# Sponsor the 2024 Gay 5K



## Rainbow Sponsor: \$3,000

- Top/Large logo placement on shirts, in publications, on website and in social media posts
- Link to sponsor website at [cnygay5k.org](http://cnygay5k.org) and [sageupstate.org](http://sageupstate.org)
- Sponsor materials placed in swag bags for all participants
- 7 complimentary race registrations
- **Limited to two sponsors**

## Purple Sponsor: \$1,250

- Medium size logo placement on shirts, in publications, on website and in social media posts
- 4 complimentary race registrations

## Green Sponsor: \$700

- Logo placement on shirts, in publications, on website and in social media posts
- Sponsor materials placed in swag bags for all participants
- 2 complimentary race registrations

## Orange Sponsor: \$350

- Logo placement on shirts, in publications, on website and in social media posts
- Sponsor materials placed in swag bags for all participants

### Sponsor Info:

Name \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

Check Enclosed       Bill charge card

### Check Sponsorship Level

<input type="checkbox"/>	Rainbow	\$3,000
<input type="checkbox"/>	Purple	\$1,250
<input type="checkbox"/>	Green	\$750
<input type="checkbox"/>	Orange	\$350

Credit Card # \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_  
 Cardholder Information: Name \_\_\_\_\_ Address \_\_\_\_\_  
 Same as above      City, State, Zip \_\_\_\_\_

**Contact us for more info:** email to [cnygay5k@gmail.com](mailto:cnygay5k@gmail.com), visit [cnygay5k.org](http://cnygay5k.org) or call SAGE at 315-478-1923

**In-Kind Donations** of goods or services will be given sponsorship benefits according to value.

**Please Provide Logo** in single color for shirts and full color for social media, websites, and publications color.

**Please return form with payment by 5/15/24 to CNY Gay 5K c/o SAGE Upstate, 431 E Fayette St. Syracuse, NY 13202**