

CNY Gay 5k  
431 E Fayette St.  
Syracuse, NY 13202



Hello Corporate Sponsor!

Last year, Syracuse hosted the fourth annual Central New York Gay 5k. The race was a huge success with more than 300 registered runners and 30 volunteers. One hundred percent of the proceeds from this event stays in CNY to support the lesbian, gay, bisexual, and transgender (LGBT) community. With the money from registrations, corporate sponsorships and individual donations, we proudly donated \$10,000. This year, we are hoping to raise even more.

The 2020 CNY Gay 5k will support SAGE Upstate, a non profit organization working on behalf of older LGBT people. Older LGBT adults 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. To address these challenges, SAGE Upstate offers programs to improve health and reduce isolation for older LGBT people. SAGE also offers training for providers of aging services on how to offer affirming services for the LGBT community.

The CNY Gay 5k will be held at Long Branch Park on Saturday, June 13. Advertisements proudly featuring our sponsors (you!) will be spread across Central New York, and we would love to have your support in growing this event. More information about sponsorship, SAGE Upstate, volunteering and registration can be found on our website: [www.cnygay5k.org](http://www.cnygay5k.org).

If you are unable to sponsor this year, we hope you will consider participating by signing up for the race, putting together a team of volunteers from your company, or just coming by to cheer!

Thank you!

Valerie Lisi  
CNY Gay 5K  
Race Director  
[CNYGay5K@gmail.com](mailto:CNYGay5K@gmail.com)





# Sponsor Benefits

## Rainbow Sponsor \$4,000

- Company name appears as part of CNY Gay 5k logo on all promotional materials
- Premier logo placement on all event publications, shirts, and swag bags
- Prominent display of your banner at the event
- Logo on Start/Finish banner
- Announcement at award ceremony
- Your corporate materials at the Meet and Greet table
- 10 race registrations

**“SOLD”**  
to



## Purple Sponsor: \$1,000

- Logo placement (large) on shirts and website
- Prominent display of banner at event (you supply your own)
- Meet and greet table – provide your corporate materials
- 8 race registrations

## Green Sponsor: \$500

- Logo placement (small) on shirts and website
- Banner displayed at event (you supply your own)
- 4 race registrations

## Yellow Sponsor: \$250

- Logo placement (small) on shirts and website
- 2 race registrations

## Orange Sponsor: \$100

- Company name listed on website
- Provide materials for swag bags

## Extras!

**We're flexible.** Let's chat about the perks you're interested in, including but not limited to: Water Station (you provide company banner and 4 volunteers); Logo on swag bags; Meet and greet table; Logo on mile markers

**In-Kind:** Donations of goods, services or media coverage will be given appropriate sponsorship benefits above depending on the value.

**All Sponsors:** Can provide materials for swag bags. Logo or company name will be displayed on our website.

**About the Shirts:** They will come in a variety of colors (the rainbow) with a single color of ink printed on each. Please provide a single-color logo that can be used for this purpose. Example: purple shirt with yellow ink.

Questions? Contact Val Lisi at 716-440-0440, Leslie Lamb at 315-478-1923, or email us at [cnygay5k@gmail.com](mailto:cnygay5k@gmail.com)



# Sponsor/Donor Response Form

## Sponsor Contact Info:

Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Sponsorship Level

Please check the appropriate box:

<input type="checkbox"/>	Purple	\$1,000
<input type="checkbox"/>	Green	\$500
<input type="checkbox"/>	Yellow	\$250
<input type="checkbox"/>	Orange	\$100

## Extras

Please describe goods/services/volunteerism you would like to donate:

## Payment Information

<input type="checkbox"/>	Invoice me (payment due by May 18, 2020)
<input type="checkbox"/>	Enclosed find my check to SAGE Upstate with "CNY GAY 5k" in the memo
<input type="checkbox"/>	Bill my charge card

Charge Card information:

CC #: \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Cardholder Address \_\_\_\_\_

Cardholder City/State?Zip \_\_\_\_\_

Please return with payment by 5/18/2020 to CNY Gay 5k, c/o SAGE Upstate, 431 E Fayette St. Syracuse, NY 13202