



**SPRINGFIELD  
RESCUE MISSION**

**EVENT SPONSORSHIP/  
GROUP REGISTRATION  
PROPOSAL**

***10<sup>TH</sup> ANNUAL COLDEST  
DAY 5K WALK/RUN***

**In-Person, March 4, 2023  
Forest Park, Spfld**

**Virtual - March 4<sup>th</sup> - 18<sup>th</sup>**



# SPRINGFIELD RESCUE MISSION'S COLDEST DAY 5K WALK/RUN RAISING AWARENESS OF THE HUNGRY, HOMELESSNESS, ADDICATED AND POOR IN OUR COMMUNITIES

New England winters can be harsh especially for our most-vulnerable populations-the homeless. That's why we are bringing attention to the reality of cold weather together to support our **Emergency, Rehabilitation and Community Food Programs** helping the homeless, but also those in need of addiction services, food, clothing or shelter. This year marks our **10th Annual [Coldest Day5K Walk/Run!](#)**

## ABOUT THE RACE

This fundraising event will have two registration options: **In-person or virtual on Saturday, March 4, 2023.** **The in-person event will be hosted at Forest Park's historical Monkey House** (USATF Certified Route). Individuals and groups are encouraged to join our in-person 5K or our virtual event. Our virtual component will be held March 4th-18th and at the location and time of your choice. With both events, groups are encouraged and a great way to team build and show community support!

For our **In-Person 5K Walk/Run**, more than 200 runners and walkers, along with their friends and families, will come together upon the starting line in Forest Park. Don't be fooled, March comes in like a lion, and goes out like a lamb. We have never had to cancel an event due to weather. Come out of the warmth and comfort of home to be the hope for the solitude and loneliness that surrounds the homeless every day.



## PROGRAMS YOU'LL BE SUPPORTING - All SRM programs are free of charge

**Emergency Shelter:** SRM's overnight facility provides shelter for up to 43 men and offers a shower, change of clothes, evening meal and breakfast the next morning.

**Men's New Life Rehabilitation:** A 12-month residential, faith-based Rehabilitation Program for homeless and/or substance use.

**Transitional Living Program:** An extension of the SRM's Men's New Life Program where graduates of the MNL Program can stay for up to 12 additional months to continue working towards making a full transition to independent living.

**Public Breakfast & Public Lunch:** Breakfast and Lunch is provided Mondays through Saturdays serving a nutritious morning and afternoon meal to men, women and children.

**Operation SONshine:** SRM's mobile food service delivers nutritious meals to area's low-income neighborhood throughout Greater Springfield.

**Give Away Center:** Provides the public with clothing, hygiene items and other essential items for daily living.

## ABOUT BUSINESS SPONSORSHIPS

### Your sponsorship means more than supporting the homeless!

By sponsoring the *Coldest Day 5K Walk/Run*, along with supporting live-saving programs to help those in need, you will be building business relationships and brand exposure. Depending on your Sponsorship Level, you will receive registration waivers so you and your employees are able to participate and create a group for the *Coldest Day 5K In-Person or Virtual Walk/Run*.

Remember, by sponsoring our [Coldest Day 5K Walk/Run In-Person or Virtual](#), you will be providing crucial emergency shelter and substance use rehabilitation, food for the community through public meals, street ministry and community outreach, as well as clothing and hygiene essentials for daily living through our GiveAway Center! Your support is needed now more than ever and we welcome your partnership to make a significant impact on combating homelessness, substance use and food insecurity.



To Sponsor this event online visit:

<https://springfieldrescuemission.org/coldest-days-5k/>

To ensure your business logo is received in time to create a banner, please send us your logo in a jpeg format by February 3rd.

Don't forget to check out our [Marketing Toolkit](#) to help raise more support for our hurt, homeless, addicted and hungry neighbors!





# BUSINESS SPONSORSHIP BENEFITS

	<b>Diamond</b> <b>\$5,000</b>	<b>Platinum</b> <b>\$3,000</b>	<b>Gold</b> <b>\$1,000</b>	<b>Supporting</b> <b>\$500</b>
Recognition on SRM's Website	✓	✓	✓	✓
Recognition on SRM's Social Media Pages	✓	✓	✓	✓
Recognition on Race Website	✓	✓	✓	✓
Recognition in Event Program	One-page	Half-page	Quarter-page	Logo
Recognition in Email Blasts to Participants	✓	✓	✓	
Registration Fees Waived and Long Sleeve Race T-Shirts	5	3	1	
Company Announced during Refreshments After Race	Name and Slogan	Name and Slogan	Name only	
Company's Logo Displayed at Race Event	Banner at Start/Finish Line, Sign at Mile Marker and on Sponsor Board	Banner at Venue, Sign along Race Route and on Sponsor Board	Sponsor Board	
Company's Logo Displayed Through Race Course	Mile Markers	Along Race Route		
Opportunity for Large Check Presentation	✓	✓		
Press Release with Company's Name as Presenting Sponsor	✓			
Company's Name Printed on Event Flyers as Presenting Sponsor	✓			

## BUSINESS SPONSORSHIP FORM - BY CHECK ONLY - ONLINE LINK OPTION BELOW

Please fill out this form to confirm your chosen sponsorship package.

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### SPONSORSHIP AMOUNT:

\$5,000 Diamond Sponsor (5 registration fees waived)

\$3,000 Platinum Sponsor (3 registration fees waived)

\$1,000 Gold Sponsor (1 registration fees waived)

\$500 Supporting Sponsor

Other \$ \_\_\_\_\_

Please mail this form to **Springfield Rescue Mission, Attn: Robin Gobeille, P.O. Box 9045, Springfield, MA 01102-9045.**  
Check payable to **Springfield Rescue Mission.**

Please send logo in jpeg format to [rgobeille@springfieldrescuemission.org](mailto:rgobeille@springfieldrescuemission.org) or through our online sponsorship form for credit card payments if previously not submitted by February 3rd in order to ensure you'll have a banner at the event.

Online Sponsorship payment option available here:  
<https://springfieldrescuemission.org/coldest-days-5k/>

**THANK YOU FOR SUPPORTING THE  
SPRINGFIELD RESCUE MISSION!**

For more information please visit [springfieldrescuemission.org](http://springfieldrescuemission.org)

Springfield Rescue Mission is a 501(c)(3) organization.

Consider helping promote this event with your business partners, employees, social media platforms. Click here for a complete [Marketing Toolkit](#). Thank you for helping grow this event!



PLEASE NOTE: SPONSORSHIP REFUNDS ARE NOT PROVIDED IF THE EVENT IS CANCELLED FOR REASONS BEYOND THE ORGANIZER'S CONTROL.

For questions or more information, please contact Robin Gobeille at [rgobeille@springfieldrescuemission.org](mailto:rgobeille@springfieldrescuemission.org) or (413) 732-0808 ext. 237

## ABOUT GROUP REGISTRATIONS

### Your participation means more than supporting the homeless!

By creating a group to participate in SRM's *Coldest Day 5K Walk/Run In-Person or Virtual*, your support to go directly to supporting the live-saving programs to help those in need.

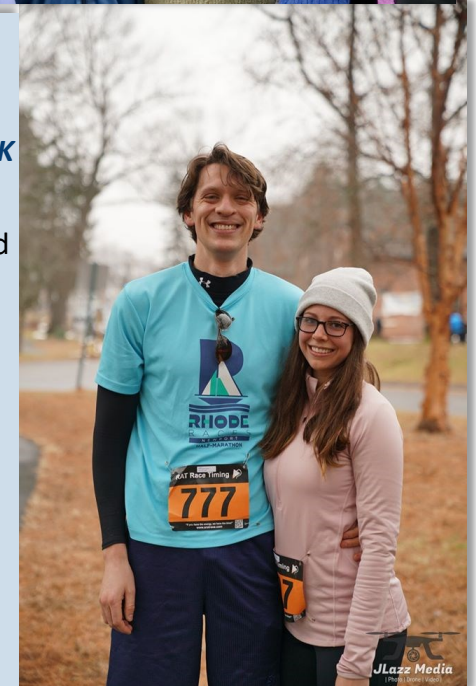
Be creative with your Group by wearing your company's logoed t-shirts! Don't have them, make them!

Remember, by participating in our *Coldest Day 5K Walk/Run*, you will be providing crucial emergency shelter and substance use rehabilitation, food for the community through public meals, street ministry and community outreach, as well as clothing and hygiene essentials for daily living through our GiveAway Center! Your support is needed now more than ever and we welcome your partnership to make a significant impact on combating homelessness, substance use and food insecurity.



Prizes for the largest group to register! Visit our *Coldest Day 5K* Website at [springfieldrescuemission.org](http://springfieldrescuemission.org) and click on the 5K Banner for more information.

Don't forget to check out our [Marketing Toolkit](#) to help raise more support for our hurt, homeless, addicted and hungry neighbors!





# GROUP BENEFITS

	Groups of 31 +	Groups 21- 30	Groups 16 - 20	Groups of 10 –15
Recognition on SRM’s Website	✓	✓	✓	✓
Recognition on SRM’s Social Media Pages	✓	✓	✓	✓
Recognition on Race Website	✓	✓	✓	✓
Recognition in Event Program	One-page	Half-page	Quarter-page	Logo
Recognition in Email Blasts to Participants	✓	✓	✓	
Group Announced during Refreshments After Race	Name only	Name Only	Name only	
Group’s Logo Displayed at Race Event	Sign at Mile Marker and on Sponsor Board	Name/Logo at Venue, Sign along Race Route and on Sponsor Board	Sponsor Board	
Group’s Logo Displayed Through Race Course	Mile Markers	Along Race Route		
Press Release with Group Name as Supporters	✓	✓		



## REGISTRATION FORM - Online Process only

<https://runsignup.com/Race/Register/?raceId=67995>

Individuals in a group must register individually and include the group name within the registration process. Registration fee is \$35 per person with the group.

**THANK YOU FOR SUPPORTING THE  
SPRINGFIELD RESCUE MISSION!**

For more information please visit [springfieldrescuemission.org](http://springfieldrescuemission.org)

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