

# 2025 EVENT SPONSORSHIP

We invite you to join us in sponsoring our 5th Annual Spring Forward Virtual Walk, Run, and Roll 5K, May 11-18, 2025

Our Spring Forward event provides support of critical programs for older adults and their caregivers, like Meals on Wheels, support groups and healthy living workshops. Reach our 4,300+ engaged email subscribers and 1,800+ social media followers with your organization's sponsorship.



## **\$1,500** Long Distance Sponsor

- All Walk and Sprint Sponsor level benefits, plus:
- Ten (10) additional team participant registrations (25 total)
- Logo printed on gift bag distributed to all participants
- Individual social media callout with company name & logo

## **\$1,000** Sprint Sponsor

- All Walk Sponsor level benefits, plus:
- Five (5) additional team participant registrations (15 total)
- Name printed on gift bag distributed to all participants
- Group social media callout with company name & logo

## **\$500** Walk Sponsor

- Logo included on event marketing content & landing page
- Team fundraising page & fifteen (10) participant registrations
- Opportunity to include one (1) item in participant gift bag

Contact **Seth Goldberg** (Director of Development & Community Engagement) at [S.Goldberg@MinutemanSenior.org](mailto:S.Goldberg@MinutemanSenior.org) with questions or your commitment.

## 2024 EVENT VISIBILITY

For 50 years, we've delivered programs and services that help people of all abilities and backgrounds navigate aging with choice and dignity. As a local non-profit, we rely on fundraising to support our work. **Thank you for your continuous support!**

**FUNDRAISING TOTAL**  
**\$26,585**

**10 TEAMS**  
**48 REGISTERED WALKERS**  
**23 CORPORATE SPONSORS**



### VISIBILITY IN THE COMMUNITY

**26,349**

Social media impressions

**54%**

Email open rate

**722**

Website engagements

### BUSINESSES REPRESENTED

**23**

Corporate Sponsors

**21.7%**

Long Distance  
Level Sponsors

**20+**

Employee and  
Volunteer participants



## STAY INVOLVED!

To learn more about future sponsorship opportunities, please contact **Seth Goldberg** at [S.Goldberg@minutemansenior.org](mailto:S.Goldberg@minutemansenior.org)