



Sponsor the 2022 CNY Gay 5K and reach the LGBT Community & Allies

The Seventh Annual CNY Gay 5k will be held on June 4, 2022. After two years of virtual events, we hope to hold the event in person once again. Shifting back to a live race -- with the option to participate virtually-- will increase the visibility of the CNY Gay 5K and all businesses and organizations sponsoring it.

We expect nearly 400 participants this year, and hope to raise needed funds for the local lesbian, gay, bisexual, and transgender community; 100% of funds raised stay in Central New York. When you sponsor, you will reach these participants and others who receive our promotional materials, including businesses, organizations and individuals. All sponsors will be also be recognized on t-shirts given to every registrant.

The event benefits SAGE Upstate, a non-profit working on behalf of older LGBTQ people, who are less likely to have support from family and more likely to live alone. Isolation is an issue for all aging populations, but for LGBTQ elders, it is even more critical. Your sponsorship will help SAGE bring programs back to its downtown community center when it is safe to do so, while also offering the option of remote access for those who are not ready to meet in person.

Promotions for this event will include all sponsors, and will reach a wide ranging population in Central New York and beyond. Enclosed you will find information about sponsorship opportunities. You can also visit the event website: www.cnygay5k.org. Unable to sponsor this year? Consider signing up for the 5k and/or promoting participation within your business or organization, and sharing on social media.



Rainbow Sponsor: \$3,000

- Executive Rainbow sponsor: premier logo placement on all publications and social media posts
- Premier logo placement on shirts sent to all registrants
- Prominent display of your logo in emails to potential participants
- Links for your materials on CNYGay5k and SAGE Upstate websites and facebook pages
- 6 race registrations

Purple Sponsor: \$1,000

Your **banner** prominently displayed at the event

Your **logo** (large) on:

- T-shirts given to all participants
- CNYGAY5K website and facebook page
- SAGE Upstate website, newsletter and facebook page
- Emails to participants

Links to your website and/or materials on CNYGay5k.org, sageupstate.org, and facebook pages for both SAGE Upstate and CNYGay5k

4 race registrations

Green Sponsor: \$500

Your **logo** (medium) on:

- T-shirts given to all participants
- CNYGAY5K website and facebook page
- SAGE Upstate website, newsletter and facebook page
- Emails to participants

2 race registrations

Orange Sponsor \$250

Logo placement (small) on shirts, CNYGay5k website and facebook page; SAGE Upstate website and facebook page.

Questions?

Email us at cnygay5k@gmail.com or contact SAGE at 315-478-1923

Find more info online at: cnygay5k.org or sageupstate.org

Contact us: email to cnygay5k@gmail.com or call SAGE at 315-478-1923

We're flexible. Let's chat about the perks you're interested in, or other ways your business can be recognized in relation to the event.

In-Kind: Donations of goods or services, such as gift certificates or other prizes to be raffled off with participants, will be given appropriate sponsorship benefits above depending on the value.

About the Shirts and Logo display: Please provide us with your logo in full color and in a single color. Information on t-shirts will be printed in a single color, and logos and information on social media, websites, emails and publications will be full color.



2022 Sponsor/Donor Response Form

Contact Name _____

Title _____

Company Name _____

Street Address _____

City, State, Zip _____

Phone _____

Email _____

Sponsorship Level

Please check the appropriate box

<input type="checkbox"/>	Rainbow	\$3,000
<input type="checkbox"/>	Purple	\$1,000
<input type="checkbox"/>	Green	\$ 500
<input type="checkbox"/>	Orange	\$ 250

In Kind

Please describe any in-kind donation you wish to make, including gift cards, volunteers, or other goods and services.

Payment Information

<input type="checkbox"/>	Invoice me (payment due by May 15,2022)
<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 info:

CC# _____ Exp: _____ CVV: _____

Cardholder Name _____

Cardholder Address _____

Cardholder City/State/Zip _____

Please return with payment by 5/15/2022 to CNY Gay 5K c/o SAGE Upstate, 431 E Fayette St. Syracuse, NY 13202