

# MOMS HELPING MOMS 5K RUN/WALK AND STROLLER ROLL

MAY 1-9, 2021

## SPONSORSHIP PACKAGE



We invite you to join us as an event sponsor! All contributions are tax-deductible and all donors will be recognized. For over thirty years, New Economics for Women (NEW) has been providing services to low-income single-parent families and their children designed to spark their economic mobility. Highlights of sponsorship for this (virtual) **Run/Walk and Stroller Roll** include:

- A 5k race (total of 3.1 miles) performed by each participant on their home course or treadmill, with the opportunity to put in their times online after completion.
- All participants get a multiple follow-up email points of contact and event T-shirt with Sponsorship Logos on the back mailed to them.
- Special unique 5k race divisions designed to celebrate family, including *“Fastest Parent with Child in Stroller”*.
- Corporate wellness opportunities for organizations to sign up Employee Teams.
- Corporate branding opportunity on website, Run/Walk T-shirt, emails, and in banners on May 8 at Los Angeles State Historic Park for social media photos relating to this Run/Walk.

**The concept is simple:** Women and children need opportunities for exercise and introductions to healthy lifestyles involving the whole family. This Run/Walk and Stroller Roll aims to encourage fun, competitive outdoor activities with exposure in a warm and receptive natural environment.

**Celebrate and Build Economic Justice:** Right now, we are #alonetogether to protect one another. But that doesn't have to stop us from celebrating families, or our Mothers on Mother's Day Weekend, or running or walking to honor the special women in our lives who made us who we are, or stop us from supporting programs that create economic justice!

**Virtual Campaign Dates:** Saturday, May 1 through Sunday, May 9, 2021 for our virtual race!

**Time:** Anytime! The race is virtual and you can complete your 5K on your own time and pace.

**Location:** Any place you can move and thrive!

**Audience:** **Anyone, but especially families!**

**In person:** We will host a booth and backgrounds for social media photos on Saturday, May 8 from 8-11am at California State Historic Park.

**Anticipated attendance:** We anticipate 300+ global virtual adult and children runners/walkers to participants.

[www.mhmrun.com](http://www.mhmrun.com)

For more information, please contact our Event Coordinator, Alicia Matricardi,  
at [amatricardi@neworg.us](mailto:amatricardi@neworg.us) or (213) 272-1539



**IN-KIND SPONSORSHIP:**

**Starting Line Donor**  
**\$10,000**  
**(2 Available)**

- Premiere Sponsor of Run/Walk and Stroller Roll
- Presenting Sponsor for 1st, 2nd, or 3rd place runners.
- Opportunity to receive an award from Moms Helping Moms online
- Prominent position in all marketing literature
- Logo Prominently online
- Prominent display of logo on 5k Run/Walk T-shirts and on the event website
- Acknowledgment in NEW's social media
- Banner displayed prominently on all video posts
- 20 complimentary registrations



**Finish Line Donor \$5,000**

- Company logo signage at 1/2 the size of Starting Line Donor.
- Display of logo on 5k Run/Walk T-shirts and on event website
- Acknowledgment in NEW's social media, website
- 10 complimentary registration.

**Warm Up Donor \$2,500**

- Company logo signage at 1/4 the size of Starting Line Donor.
- Display of logo on 5k Run/Walk T-shirts and on event website
- Acknowledgment in NEW's social media, website
- 5 complimentary registrations



## 2021 Sponsorship Confirmation

Name of Business/Organization: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

Sponsorship Level: (Check One)

\_\_\_\_\_ STARTING LINE DONOR (\$10,000)

\_\_\_\_\_ FINISH LINE DONOR (\$5,000)

\_\_\_\_\_ WARM-UP DONOR (\$2,500)

\_\_\_\_\_ RACE DONOR (0-\$2,499)

Please send invoice for the amount above – payment will be made by April 20,

2020. Check is enclosed (please make checks payable to New Economics for Women).

Charge this credit card for the amount above: Visa MC AMEX Discover

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**Return form to:**

Moms Helping Moms 5k  
Attn: Alicia Matricardi  
New Economics for Women  
303 S. Loma Dr.  
Los Angeles, CA 90017

**Email:** amatricardi@neworg.us

**Fax:** (213) 272-1539

**Non-Profit Tax ID:** 95-369029

