

# ACHILLES CONNECTICUT

**ACHILLES  
CONNECTICUT**

**HOPE &  
POSSIBILITY<sup>®</sup>**

**5K/10K/KIDS RUN  
FITNESS WALK**

TOGETHER  
INSPIRE  
STRENGTH  
CONFIDENCE  
SUCCESS  
MOTIVATE  
HOPE  
BELIEVE  
RESILIENCE  
COURAGE  
ACCOMPLISH

**8.21.2016**

presented by



# 2016 SPONSOR PACKET





**Achilles Connecticut Hope & Possibility®**  
**presented by Cigna**  
**August 21 ♦ MLC Campus, Bloomfield ♦ 8 AM**

**GOLD LEVEL SPONSOR: \$5,000**

- Prominent logo placement on all race bibs, printed material, event banners, and signage near start/finish line
- Prominent logo placement on t-shirts, to be given to every participant
- Prominent logo placement at pre-registration packet pick-up
- Three banners (sponsor provided) in spectator area near start/finish line
- Prominent tent location in spectator area near start/finish line with product display (sponsor provided)
- 10 “Fee-Waived” race entries with unique sponsor code
- Logo exposure on all ads: print, web, radio and TV opportunities as available; logo and name in press releases
- Preferred placement in Achilles e-newsletter promoting company sponsorship
- Social Media exposure leading up to, and throughout the weekend









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**SILVER LEVEL SPONSOR: \$2,500**

- Preferred logo placement on all, printed material, event banners, and signage
- Preferred logo placement on t-shirts, to be given to every participant
- Preferred logo placement at pre-registration packet pick-up
- One banner (sponsor-provided) in spectator area near start/finish line
- Preferred tent location in spectator area near start/finish line
- 5 “Fee-Waived” race entries with unique sponsor code
- Name exposure on all ads: print, web, radio and TV opportunities as available
- Preferred placement in Achilles e-newsletter promoting company sponsorship
- Social Media exposure leading up to, and throughout the weekend









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**BRONZE LEVEL SPONSOR: \$1,000**

- Sponsor-a-Mile along course route (6 available)
- Company logo on mile markers (race provided)
- Tent position in post-race Expo (sponsor-provided)
- 2 “Fee-Waived” race entries with unique sponsor code
- Company logo and name in press releases
- Placement in Achilles e-newsletter promoting company sponsorship
- Social Media exposure leading up to, and throughout the weekend

*Achilles International-Connecticut Chapter is a not-for-profit organization that partners able-bodied guides with individuals who have differing abilities in mainstream athletic events, such as walking, running, and triathlon. Headquartered in New York City, Achilles has been a presence in CT since the late 1980's, when Trisha Meili was a patient at Gaylord Speciality Healthcare and ran with the Achilles Chapter that was founded there.*

*Our mission is to enable people with all types of differing abilities, as well as emotional, developmental and medical conditions, to participate in mainstream athletics in order to promote personal achievement, enhance self esteem, and lower barriers to living a fulfilling life.*









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**WATER STOP SPONSOR: \$500**

- “Sponsor-A-Water-Stop” for expected 500 participants (2 available)
- Sponsor provides water or sports drink, paper cups, and optional fuel at water stop
- Sponsor volunteers provide cheer-energizing motivation for participants
- Banner promoting company to be hung at water stop
- Company thanked as Water Stop Sponsor during race day announcements prior to start of race

## ABOUT HOPE & POSSIBILITY®

The Hope & Possibility® is the signature race of the not-for-profit Achilles International, headquartered in New York City. The race was founded in 2003 with the remarkable story and recovery of avid runner Trisha Meili, author of *I Am the Central Park Jogger, A Story of Hope and Possibility*. Achilles’ flagship chapter in New York hosts the Hope & Possibility® race in Central Park the last Sunday in June. Attendees have included Prince Harry of Wales, Jon Stewart, Gloria Gaynor, Heather McCartney, Cindy and Meghan McCain, and former New York governor David Paterson (now Achilles International’s Chairman, Board of Directors).









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**CASH & IN-KIND OPPORTUNITIES**

- We are looking for local businesses to donate the following:
- Post-race massage/stretching
- Finish line food (for 300) e.g. bananas, bagels, yogurt, water; food trucks, ice cream truck
- Race-day entertainment (e.g. bounce house for post-race kids run, face-painting services, balloon animals, etc.)
- Printing services for signage
- Products/services at our post-race expo
- Photography
- Promotional items to be placed in registration packets
- Monetary donation of any amount is greatly appreciated and is tax-deductible.
- Checks payable to:  
Achilles CT Chapter  
PO Box 2302  
Branford, CT 06405



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