



Minute Man Race

Sunday, April 26, 2020

COMPO BEACH * WESTPORT, CT 06880

SPONSORSHIP REQUEST

2020 marks the 42nd anniversary of the Minute Man Race! Please join us as a sponsor of this fundraiser organized by the Westport Young Woman's League. This is a family friendly, community wide event, and it truly couldn't be what it is today without the generosity of our local businesses.

The race will be held the morning of Sunday, April 26, 2020 at Westport's scenic Compo Beach. It includes USA Track and Field certified 10K & 5K Runs, a 5K Walk and Kids Fun Run.

From our 2019 MM Race, our sponsors, together with over 1,100 participants, allowed us to raise more than \$33,000 for local charities through this fundraiser alone. In fact, since our inception in 1956, the WYWL has given over \$4.3 million to a broad range of organizations in lower Fairfield County. With the help of sponsors like you, we are able to offer grants to charitable organizations that provide educationally-based assistance and aid to families in lower Fairfield County. Caroline House, Mercy Learning Center, Clasp Homes and Homes with Hope are among those we gave to in 2019. In addition, our Super Grant recipients — Westport EMS and Positive Directions — received well-needed support to fund equipment and education-related programs. The WYWL also helps fund cultural mainstays like the Summer Reading Program at the Westport Library and the Westport Country Playhouse. View our complete list of grant recipients at wywl.com/grants.

To ensure use of your company logo for promotion, including on our website and social media, please commit to sponsor us by email or telephone by April 3, 2020*. Sponsorship payments and company logos must be received by Friday, April 10th. Please mail the sponsorship contract and check payable to the Westport Young Woman's League (WYWL) to: WYWL Sponsor Chair, P.O. Box 333, Westport, CT 06881

Thank you for helping us make a difference right here in lower Fairfield County.
Your contribution touches the lives of many in need!

Sincerest regards,
Jayde Levesque
2019/2020 WYWL Sponsor Chair
774.644.9596 | sponsors@wywl.com

Our mission at the Westport Young Woman's League is to ***promote community through volunteerism, social activities, and fundraising***. With your help we can further our mission. Come be part of our team.
Make a great advertising investment and support our community.



MINUTE MAN RACE | SUNDAY, APRIL 26, 2020 | COMPO BEACH * WESTPORT, CT 06880

SPONSORSHIP LEVELS

Sponsors will receive the following in addition to the special benefits at their level:**

- Corporate banner placement on fencing at event * | Minute Man Race Virtual Event Bag marketing/coupon opportunity | Logo/Acknowledgement on our website (wywl.com) & Event T-Shirts | Exposure on our Facebook and Instagram social media pages | Thank you signage at event | Complimentary race entries

PLATINUM (Exclusive)- \$5,000

- Exclusive branding on registration page via Active.com
- Booth space at event for marketing materials & your representative

REGISTRATION (Exclusive)- \$3,000

- Exclusive pre-registration location on Saturday, April 25.
- Approximately 500 people will register/pick up race materials!
- Booth space at event for marketing materials & your representative
- 10 race entries (up to a \$450 value)

PACE CAR (Exclusive)- \$2,500

- Exclusive dealership opportunity to market & pace our race!
- Booth space at event for marketing materials & your representative
- 10 race entries (up to a \$450 value)

GOLD- \$1,000

- Booth space at event (10x10) for marketing materials & your representative
- 10 race entries (up to a \$450 value)

SILVER- \$500

- 5 race entries (up to a \$225 value)

BRONZE - \$250

- (\$225 if you agree to sponsor Craft Westport as well;
Bronze Sponsor Does Not Receive Add-Ons noted above**
- 2 race entries (up to an \$90 value)

KID'S ZONE GOLD SPONSOR - \$600

- (\$500 if you agree to sponsor Craft Westport as well)*
- Booth space in the Kids Zone for marketing materials & your representative
 - PA announcements throughout the entire Kids Fun Run
 - 6 race entries (up to a \$270 value)

KID'S ZONE TITLE SPONSOR (Exclusive) - \$3,000

- Exclusive** Kids Zone naming rights, i.e., "Your Company" Kids Zone presented by WYWL
- Booth space for marketing materials & your representative during the Kids Fun Run
 - 15 race entries (up to a \$675 value)

Any questions? Contact Jayde Levesque, Sponsor Chair, sponsors@wywl.com



Promote Your Business as a Sponsor

VIRTUAL COUPON BAG (VCB): As a sponsor of Minute Man, at any price level, you have the option to submit a placement ad to be included in our virtual coupon bag. It will be offered to all Minute Man Race participants and available to our WYWL members (120+ members). This is an added benefit to help promote your business even after the weekend is over. The bag is open to visitors for 60 days after our event. At the end of the period, reports are sent directly to you, our sponsors, with information pertaining to number of visitors to your ad and actions taken (i.e. conversions).

This opportunity is for all sponsor levels including in-kind equivalent.

Below is a sample email inclusive of statistical data provided to all WYWL Minute Man Race participants:

Name	Views	Unique Visitors	Conversions	Conversion Rate	Actions
\$50 Off Kids' Sports Zone Class Programs	19	13	1	7.7%	VIEW DETAILS
20% off Massage - Rest & Recovery	36	29	10	34.5%	VIEW DETAILS
\$35 for 1 week Unlimited Classes	9	6	0	0.0%	VIEW DETAILS
\$99 New Dental Patient Special	4	4	0	0.0%	VIEW DETAILS
10% OFF ALL CLASSES! START INTO TO SAILING TODAY!	4	4	0	0.0%	VIEW DETAILS
10% off any summer 2018 program!	5	5	0	0.0%	VIEW DETAILS
20% OFF SINGLE ITEM	32	26	16	61.5%	VIEW DETAILS
Get 15% off The Two Oh Three's NEW Collection!	29	25	20	80.0%	VIEW DETAILS



Kid's Zone!

The Minute Man Kids Fun Run draws over 180 kids with their families to Compo Beach on the morning of our Minute Man Race. Our Kids Zone, situated on the basketball courts at the beach and next to the Kids Fun Run, is aimed at providing a fun and entertaining area for the young racers, while giving businesses an opportunity to present themselves to the community. We welcome you to hold a demonstration, conduct an activity or provide free giveaways as a means for generating buzz and attention to your station.

Please consider becoming a Kids Zone sponsor. It's only \$600, but you receive Gold-level status benefits. (If you also agree to sponsor the 2019 CraftWestport Kids Zone the weekend of November 9th & 10th 2019, you will receive a discount of \$100 off each event fee.) Space is limited.

Benefits will include:

- Booth space at Kids Zone during the Kids Fun Run event for marketing materials & your representative and/or providing an activity for the children.
- Logo/acknowledgement on our website (wywl.com), Facebook and Instagram
- Logo on event t-shirt
- PA announcements throughout the Kids Fun Run in the Kids Zone
- Signage at event
- 6 Complimentary race entry forms (up to a \$270 value)
- 2 Complimentary CraftWestport tickets (the WYWL's November fundraising event)

Your sponsor contribution, in addition to proceeds from the Minute Man Race, will directly impact children and families in need in lower Fairfield County. View our complete list of grant recipients at wywl.com/grants





2020 Sponsorship Contract

Select Sponsor Level:

- Platinum Registration Pace Car Gold Silver Bronze Kid's Gold Kid's Title
 In-Kind (as agreed only)

Special Discount: I'd like to sponsor both CraftWestport and Minute Man Race

COMPANY NAME	
CONTACT NAME	
ADDRESS	
PHONE	
EMAIL	
URL	
SIGNATURE	
DATE	

• Important Note:

- As a condition to participating in the race, the sponsor expressly releases the WYWL from all claims for damages resulting from the cancellation of the race for any reason whatsoever. As a further condition of participation, the sponsor expressly releases the WYWL from all liabilities for any injury or loss resulting from any cause incurred during the race, including set-up and take down periods. The sponsor agrees to provide all necessary material as agreed upon by sponsor and the WYWL

• Important Dates:

- To guarantee your company name is on our promotional materials, **we must receive your payment and logo no later than April 10, 2020.**
- The sooner we receive your logo, the sooner we can put it on our website and social
- If committing to the Kids Zone or Bronze Level sponsorship for both 2019 CraftWestport & 2020 Minute Man Race, you must make first payment by September 13, 2019 and the remaining balance by April 10, 2020.

• Artwork:

- Logos should be in .JPG or .PNG format and emailed to sponsors@wywl.com

• Payment/Contract:

- Please make checks payable to the Westport Young Woman's League (WYWL).
- Mail this contract (make a copy for yourself) and payment to our address (noted below, C/O: SPONSORS CHAIR)

Any questions? Contact Jayde Levesque, Sponsor Chair, sponsors@wywl.com

