



46TH ANNUAL

***MINUTE
MAN
RACE***

SPONSORSHIP PACKET

Sponsors Chair:
Bridget Flynn

Sponsors co-Chair:
Jackie Ferrentino

2025



ABOUT THE EVENT

The Westport Young Woman's League's **46th annual Minute Man Race** is a beloved community tradition drawing over 1,000 participants and spectators each spring. Featuring a USATF-certified 10K, 5K, and Kids' Fun Run, the event celebrates fitness, family, and fun. Proceeds directly support local nonprofits, aligning your business with impactful community giving. **Sponsoring the Minute Man Race offers brand visibility, goodwill, and a meaningful way to engage with Westport's vibrant community.** Join us in making a difference!

Our Schedule:

01

Thursday, April 24, 2025 5-8 pm
Saturday, April 26, 2025 9-1 pm

Pre-registration at Performance Optimal Health
508 West Ave, Norwalk

02

Sunday, April 27, 2025 7:30 am
(day-of registration opens)

Minute Man Race opens at Compo Beach



GRANTS PROGRAM

**We have
donated over
\$4.4 million
to local non-
profits.**



The Grants Program is the heart of the WYWL, focusing on supporting non-profits in Westport and Fairfield County. Funded by our key events, CraftWestport and the Minute Man Race, these grants align with our commitment to Quality Education, Good Health and Well-Being, and Supporting Underserved Women. For the 2024-2025 League year, we've revamped the program to make a greater, more measurable impact by allocating larger grants to fewer recipients. In 2025, we are granting \$65,000.

SPONSOR PACKAGES

\$5,000

Platinum Sponsor (exclusive)

- All benefits of Gold Sponsor
- Exclusive branding on WYWL registration page
- 15 race entries (up to a \$750 value)

SOLD OUT

\$3,000

Registration Sponsor (Exclusive)

- pre-registration location.
- Approximately 500 people will pick up race materials!
- 10 race entries (up to a \$500 value)

SOLD OUT

\$1,000

Pace Car Sponsor (Exclusive)

- pace our race and expose your brand to 1100 local runners!
- 10 race entries (up to a \$500 value)

\$1,000

Gold Sponsor

- 10x10 booth space for marketing materials and staff representation
- Corporate banner on fencing at event (optional)
- 8 race entries (up to a \$400 value)

\$500

Silver Sponsor

- 5 race entries (up to a \$250 value)
- Corporate banner on fencing at event (optional)

\$250

Bronze Sponsor

- 2 race entries (up to an \$100 value)

SPONSOR PACKAGE

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

- Logo on event t-shirt **
- Corporate banner placement on fencing at event ** (optional)
- Complimentary event t-shirts
- Complimentary race entries
- Logo/Acknowledgement on our website (wywl.com)
- Exposure on social media
- Logo on signage at event

**Does not apply to Bronze sponsors.



SPONSOR OUR TWO EVENTS AND SAVE!

DUAL SPONSORSHIP! Receive a discount when you sign up to sponsor Minute Man Race 2025 and Craft Westport 2025!

Pricing: Bronze, Silver, and Gold

Bronze: \$225 for each event

Silver: \$450 for each event

Kids Zone Gold (MM only): \$525 for MM event

Gold: \$900 for each event

Full payment due for Minute Man Race; full discount applied to Craft Westport sponsorship. For example, dual gold sponsorship means you pay \$1000 for Minute Man and \$800 at Craft Westport.

Sponsors are permitted to sponsor at different levels per event; e.g. CW bronze \$225 plus MM Silver at \$450.



IN-KIND DONATIONS

In-kind donations offer a fantastic opportunity to engage with all participants of the Minute Man Race and extend your reach. We welcome contributions like food, gift certificates, beverages, and more. The value of your donation will correspond to your sponsorship tier, with in-kind donations reaching up to the Gold level at a \$1,000 value.



Sponsor Level	Platinum	Registration	Pace Car	Gold	Silver	Bronze	Kid Zone - title	Kid Zone - Gold
Benefits	\$5000	\$3000	\$1000	\$1000	\$500	\$250	\$1200	\$600
Logo on Promotional materials & social media	X	X	X	X			X	X
Booth Space at the event for marketing materials	X	X	X	X			X	X
Logo/acknowledgment on our website wywl.com	X	X	X	X	X	X	X	X
Logo/acknowledgment on our social media	X	X	X	X	X		X	X
Logo on Event T-shirt	X	X	X	X	X		X	X
Signage at Event	X	X	X	X	X	X	X	X
# of Included Race Entries (Up to \$50 value ea.)	15	10	10	8	5	2	10	5
Exclusive Branding on the Race Results Page	X							
Exclusive Pre-Registration TBD Date		X						
Exclusive Titling of Kids Fun Run displayed at Race, and on social media							X	
Complimentary Minute Man Race T-Shirts	5	3	2	2	1	1	2	1





ABOUT US

Since its establishment in 1956, the Westport Young Woman's League (WYWL) has been a vibrant force in the community.



Open to all women over the age of 21, WYWL offers diverse involvement opportunities, from organizing major events like the Minute Man Race and CraftWestport to volunteering in community initiatives and enjoying member socials.

A significant part of WYWL's mission includes granting funds to Fairfield County charities, with over \$4.4 million donated. This active engagement embodies WYWL's commitment to community service and empowerment.



GRANTS RECIPIENTS





READY TO SPONSOR?

DEADLINE: MARCH 1

Excellent choice!

Contact your WYWL rep, and we'll
send the contract and invoice.

If you're considering Platinum, Pace Car,
Registration, OR Kids Zone Title Sponsor, please
contact us first to ensure the option is available.

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