



# SPONSORSHIP PACKET



invites you to sponsor a  
unique family event. We  
hope to see you there!



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January 1, 2012

Dear Friends,

Greater Springfield Habitat for Humanity (GSHFH) is once again asking its supporters to “hit the trail” with us on June 9th, 2012. Mountain bikers, runners, and families are invited to participate in an all day event promoting health and affordable housing.

This unique fundraiser features a 10 mile mountain bike ride, a 5K run, and a day of sack races, three legged races, elephant walks and more! All levels are welcome and families are encouraged to participate together in a one of a kind family-friendly event.

While each rider will be charged a registration fee, with proceeds going towards GSHFH’s mission, GSHFH needs additional financial support to make this event a success. We hope to raise \$15,000 through Trails for Nails to support low-income families in need.

GSHFH is a housing organization dedicated to strengthening communities by empowering low-income families to change their lives—and the lives of future generations—through home ownership opportunities. This is accomplished by working in partnership with diverse people from all walks of life to build simple, decent, and affordable homes.

GSHFH has helped over 40 families in the last 24 years realize their dreams of homeownership and safety for their families. Last year, Trails for Nails was postponed due to the June 1st tornado, an event that only increased the need of families in the Springfield area. Help these families and others turn dreams into reality by supporting events like this one.

The following will outline details in how to sponsor this annual event. We hope you will help us blaze the trail for homeownership for families in the greater Springfield area.

In Partnership,

A handwritten signature in black ink, appearing to read "Emily Gaylord", is enclosed in a light gray rectangular box.

Emily Gaylord  
Development & Communications

# ABOUT TRAILS FOR NAILS

Trails for Nails is a program to encourage fitness and philanthropy through fun, with an aim of bringing families closer together while supporting our mission of providing homeownership opportunities to low-income families. With activities ranging from mountain biking and a 5k run, to sack races and tug of war, parents, children and even the little ones, can enjoy healthy family time in the outdoors while making a difference for others. As an annual and strong event you can rest knowing your sponsorship will provide you strong visibility.



JUNE 9TH, 2011

*For Mountain Bikers*

Celebrate the official start of the mountain biking season by participating in the 4th annual "Trails for Nails", a 10-mile ride at Robinson State Park in Agawam, Mass.

*For Runners:*

Enjoy the beauty of Robinson State Park in our second annual 5k Run to support Greater Springfield Habitat. Not up for running? Walking is encouraged! Support a great cause in the great outdoors!

*For Families:*

Join us for family friendly games, food, and fun in the park during the other activities! We'll have potato sack races, egg relays, elephant walks, and more! Grownups encouraged to participate!



# SPONSORSHIP LEVELS

## PRESENTING SPONSOR — \$5,000, 1 AVAILABLE

**Race Starter**—A representative of your company will have the honor of starting both events

**Ad Banner**—Logo banner on home page of GSHFH as well as Trails for Nails page

**Start/Finish Banner**—Your logo will be displayed on all start/finish line banners

**Western MA Home Show**—Signage prominently displayed at home show

**E-Blasts**—Featured mention in e-blast to over 3000 recipients twice monthly

**Media**—Mentioned in all TV/radio media and logo on print materials

**Right to Renew**—Receive the first right to renew for the 2013 event

**Print Materials**—Representation in all print materials promoting Trails for Nails

**T-Shirt**—Logo displayed as presenting sponsor on t-shirt

**Goodie Bag**—Opportunity to include company giveaway in goodie bag

**Vendor Space**—Right to vendor space to promote your company

## GOLD SPONSOR — \$1,000, 3 AVAILABLE

**Western MA Home Show**—Logo displayed at home show booth

**E-Blasts**—Featured mention in e-blast to over 3000 recipients twice monthly

**Print Materials**—Representation in all print materials promoting Trails for Nails

**Goodie Bag**—Opportunity to include company giveaway in goodie bag

**Website**—Logo included on Trails for Nails page of website

**Media**—Logo on all print materials

**T-Shirt**—Logo displayed on t-shirt

**Vendor Space**—Right to vendor space to promote your company



## SILVER SPONSOR — \$500, 5 AVAILABLE

**Western MA Home Show**—Logo displayed at home show booth

**E-Blasts**—Featured mention in e-blast to over 3000 recipients twice monthly

**Print Materials**—Representation in all print materials promoting Trails for Nails

**Goodie Bag**—Opportunity to include company giveaway in goodie bag

**Website**—Logo displayed on Trails for Nails page of website

**T-Shirt**—Name on t-shirt

## BRONZE SPONSOR — \$100, UNLIMITED

**E-Blasts**—Featured mention in e-blast to over 3000 recipients twice monthly

**Print Materials**—Representation in all print materials promoting Trails for Nails

**Goodie Bag**—Opportunity to include company giveaway in goodie bag

**Website**—Company name displayed on Trails for Nails page of website

**Mile Markers**—Your logo will be displayed on a mile markers for ride and 5k

# WHY GREATER SPRINGFIELD HABITAT FOR HUMANITY

*Greater Springfield Habitat for Humanity (GSHFH) is a housing ministry dedicated to strengthening communities by empowering low-income families to change their lives and the lives of future generations through homeownership opportunities. This is accomplished by working in partnership with diverse people, from all walks of life, to build simple, decent, affordable housing.*

- Greater Springfield Habitat for Humanity has helped over 40 local families, as well as 80 international families
- Greater Springfield Habitat for Humanity was founded in 1987 and has been supporting the local community for more than 24 years
- More than 50 percent of the families helped are single mothers
- Families are required to contribute 250-400 hours of sweat equity to building their own homes and Greater Springfield Habitat for Humanity community programs
- Greater Springfield Habitat for Humanity is a hands on organization where volunteers can meet the families they are serving
- The national Habitat for Humanity foreclosure rate is only 1.5%
- A person earning minimum wage would have to work 152 hours a week to afford the cost of living in Springfield, MA
- You will support an organization that gives a hand up, not a hand out



# SPONSORSHIP FORM

Yes! I would like to sponsor an event promoting health and affordable housing!

## SPONSORSHIP LEVEL (CIRCLE ONE)

**Presenting (\$5,000)**

**Gold (\$1,000)**

**Silver (\$500)**

**Bronze (\$100)**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Payment Enclosed? (Payable to Greater Springfield Habitat for Humanity) Yes \_\_\_\_ No \_\_\_\_

Charge credit card? (circle) VISA   MasterCard   American Express   Discover

Card Number: \_\_\_\_\_ exp: \_\_\_\_\_

Security Code (back of card): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# CONTACT Us

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