



Hello Local Business Owner,

The Borough of Bridgeport is very excited to announce that we will be hosting our 4<sup>th</sup> Annual Bridgeport 5K on Sunday, October 4, 2020. The Bridgeport 5K has again named The Montgomery County Hero Fund as the beneficiary of the race. With the help of local businesses like you, we believe a partnership can be forged that will benefit two great causes for many years to come.

Once again, we will welcome runners throughout the region to “test their skills on our hills” and join us in supporting two wonderful charities. ***The Montgomery County Hero Fund*** was founded in 2012 by Sharon and Sean E. Cullen in response to the murder of Officer Brad Fox of the Plymouth Township Police Department and United States Marine Corps (Ret.). The purpose of the fund is to provide immediate and ongoing relief and services to any Law Enforcement Officer, Military Personnel, Firemen, Paramedics and/or first Responders or their loved ones as a result of tragedy on duty in or in service of the people of Montgomery County, Pennsylvania.

The mission of the Bridgeport 5K is to showcase our town to visitors and residents alike, encourage volunteerism, and provide a different, challenging, and unique course for avid runners and walkers alike.

The Borough of Bridgeport is again teaming with our amazing corporate sponsors to organize this event, which will include a 5K run/walk, a Kids Fun Run, live entertainment and race ceremony. Registration will begin at 7:30am, the 5K will commence at 9:00am, and the Kids Run Fun will start after the 5K has concluded.

The Bridgeport 5K is a fantastic opportunity to shine a spotlight on your business. We are looking for businesses interested in sponsorship opportunities; as you will see on the next page, there are several different levels of sponsorship available. Each one is an effective tool to promote your brand, get your name into public view, and perhaps reach a market you previously had not.

With the support of businesses within our community and often beyond, the 2017-2019 Bridgeport 5K has proven to be successful ventures that have attracted a combined 375+ participants to the community. In 2020, our goal is to welcome 250 *more* participants to Bridgeport, and we would love to be able to introduce these participants to your business. We thank you for your consideration.

Kind Regards,

The Bridgeport 5K Committee



### Sponsorship Form

The Borough of Bridgeport is excited to host our 4<sup>th</sup> annual 5K, benefitting the Montgomery County Hero Fund and the ALS Association Greater Philadelphia Chapter. We are happy to offer the below sponsorships, which will gain you direct exposure to around 250 participants and countless more through our social media/advertising campaign. In addition to generating brand loyalty with a target audience, your company's sponsorship of the Bridgeport 5K will:

- Associate your business with a positive, health-related event in the Bridgeport community.
- Be visible in the Bridgeport community as a supporter of the borough and a promoter of volunteerism.
- Drive sales to your retail location by placing goods directly into the hands of engaged consumers.

\_\_\_\_ Gold Sponsor: \$500

- Company Name/Logo displayed on race bag
- Company Name/Logo displayed on race shirt
- Distribution of promotional material in race bags
- Company Name displayed in social media promotions and advertising.
- Ability to distribute promotional materials at event (vendor table).

\_\_\_\_ Silver Sponsor: \$250

- Company Name/Logo displayed on race shirt
- Distribution of promotional material in race bags

\_\_\_\_ Bronze Sponsor: \$150

- Company Name/Logo displayed on race shirt

\_\_\_\_ Donation: In-kind contributions would also be greatly appreciated. Items like water, sports drinks, soft pretzels, & fruit would go a long way toward making sure runners are energized. We are anticipating around 250 participants.

Sponsor Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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

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

Please return this form with your check before September 11, 2020 to the address listed below.

Make checks payable to Borough of Bridgeport.

**For more information please contact:**

**Borough of Bridgeport  
5K Run Committee  
63 West Fourth Street  
Bridgeport, PA 19405  
Phone: 610-272-1811**