

EVENT INFORMATION

The annual Benhaven Walk for Autism is set to return on Sunday, October 13, 2024! ***We are excited to move this year's event to Lighthouse Point Park in New Haven, CT!*** Last year's event drew nearly 400 walkers raising nearly \$70,000! We received excellent media coverage including WTNH live spots.

Walkers receive many perks including t-shirts and a post-walk celebration with music, food, a raffle and more!

Funds raised from this event directly benefit the lives of those Benhaven serves with enhanced community-based programs, new technologies, and enriching experiences.



EVENT COORDINATOR

JB Sports coordinates 25 running and walking events annually, including the New Haven Labor Day Road Race and Christopher Martin's Christmas Run for Children. With over 30,000 participants, these events raise nearly \$1,000,000 for worthy charities and non-profits annually.



ABOUT BENHAVEN

Benhaven's mission is to enable people with autism and developmental disabilities to participate in community life, exercise productive control over their own lives, have meaningful relationships and associations, be gainfully employed, and experience happiness and personal satisfaction.

INTERESTED IN BECOMING A SPONSOR?

Contact:
Tacie Lowe
203 393-8292
tlowe@benhaven.org

Please make checks payable to:

Benhaven, Inc.
2 Buena Vista Rd.
Branford, CT 06405

5TH ANNUAL BENHAVEN



October 13, 2024

Lighthouse Park
New Haven, CT



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$15,000 (Limit 1)

- Company name incorporated into Event Title.
- On all exposure opportunities title sponsor gets largest exposure.
- Exposure on all local media promotional spots (value to be determined).
- Opportunity to send company information or special offer and exposure in over 5,000 emails sent to past participants and Benhaven staff.
- Company name tagged on 50,000 email blasts sent to JB Sports database.
- Logo exposure on finish line tape, start line finish banner.
- Logo exposure on 500 race t-shirts and bibs.
- Logo and link on event website.
- Opportunity to exhibit at event.
- Category exclusivity.
- Mention in all event media releases.
- Company representative can start event.
- Exposure on social media posts.
- Sponsorship plugs at event.
- 20 complimentary walk entries.



PRESENTING SPONSOR

\$10,000 (Limit 1)

- On all exposure opportunities Presenting Sponsor gets second largest exposure.
- Exposure on all local media promotional spots (value to be determined).
- Opportunity to send company information or special offer and exposure in over 5,000 emails sent to past participants and Benhaven staff.
- Company name tagged on 50,000 email blasts sent to JB Sports database.
- Logo exposure on finish line tape, start line finish banner.
- Logo exposure on 500 race t-shirts and bibs.
- Logo and link on event website.
- Opportunity to exhibit at event.
- Mention in all event media releases.
- Company representative can start event.
- Exposure on social media posts.
- Sponsorship plugs at event.
- 10 complimentary walk entries.

PLATINUM SPONSOR

\$5,000 (Limit 3)

- On all promotional opportunities, Platinum Sponsor gets 3rd largest exposure.
- Exposure on local media promotional spots (value to be determined – radio promos not included).
- Opportunity to send company information or special offer and exposure on over 5,000 emails sent to past participants and Benhaven staff.
- Logo exposure on, start line banner.
- Logo exposure on 500 race t-shirts and bibs.
- Logo and link on event website.
- Opportunity to exhibit at event.
- Mention in all event media releases.
- Company representative can help in post walk awards.
- Sponsorship plugs at event.
- 7 complimentary walk entries.

GOLD SPONSOR

\$1,000

- Exposure on local media promotional spots (value to be determined – radio promos not included).
- Exposure on emails sent to 5,000 past participants and Benhaven staff.
- Logo exposure on 500 race t-shirts.
- Opportunity to send company information/special offer to all event participants in post-race eblast.
- Opportunity to exhibit at event.
- Mention in all event media releases.
- Sponsorship plugs at event.
- 5 complimentary walk entries.

SILVER SPONSOR

\$500

- Logo exposure on 500 race t-shirts.
- Exposure on pre & post-race email blasts sent to 500 participants.
- Logo and link on event website.
- Opportunity to exhibit at event.
- Mention in all event media releases.
- Sponsorship plugs at event.
- 3 complimentary walk entries.

BRONZE SPONSOR

\$250

- Company listed on 500 race t-shirts.
- Exposure on post-race email blast sent to 500 participants.
- Company listed and linked on event website.
- Opportunity to exhibit at event.
- Sponsorship plugs at event.
- 2 complimentary walk entries.

PAST SPONSORS

Mutual of America, NFP Insurance Company and Yale Child Study Center, W. Daniel Rosenberg Family, Advanced Periodontics, All Waste, Inc., Beacon, Checkwriters, Connex Credit Union, Crosswinds Consulting, Executive Honda, Hancock Pharmacy, Northeast Generator, Petro Fuel, Precision Glass & Mirror, Raymond James, Webster Bank, Yale New Haven Hospital, BIPTrack, CT Custom Aquatics, Daniels Propane, Diversified Building Services LLC, Encon Heating & AC, Foxwoods Resort Casino, Geenty Group, Realtors, Letizia, Ambrose & Falls, P.C., Liuzzi Cheese, Precision Auto, Pro Cleaning Equipment & Supplies, RE/MAX Alliance, Russo Roofing, Vancord, and JMR Staffing.