



2018 Sponsorship Opportunities

Your sponsorship of the Food Bank's annual Selfless Elf 5K helps Southern Tier families in need and advertises your business to thousands of participants and spectators. Every registration dollar generated by the Selfless Elf 5K provides three meals to families in need. Last year, the event provided 181,000 meals. This year, we plan to expand the event to include 1,500 participants on our Horseheads route. We invite you to help make the magic happen as a sponsor of the Fifth Annual Selfless Elf 5K!

Head Elf Sponsor • \$2,500 donation

(provides 7,500 meals to those in need)

Be part of all event promotions! Your logo will be on all large format signage, on the back of the coveted Selfless Elf t-shirt, website (6,000+ page views), and all TV and radio commercials. Sponsor logo in each email blast, tagged in six social media shout-outs (Twitter, Facebook, LinkedIn & Instagram), and press release. Sponsor-provided promotional materials will be included in each SWAG bag. Sponsor thanked during announcements and invited to be a costume contest judge at the event.

Sponsor's employees receive a \$5 discount on their registration via a custom branded URL!

Finish Line Celebration Sponsor • \$1,500 donation

Sold Out!

(provides 4,500 meals to those in need)

Be Part of the Party at the Park! Logo on all promotional materials, on website (6,000+ page views), and signage at the Finish Line Celebration in the park. Listed on the coveted Selfless Elf t-shirt, in each email blast, and two social media shout-outs (Twitter, Facebook, LinkedIn, and Instagram). Sponsor-provided promotional materials will be included in SWAG bags. Sponsor thanked and invited to speak during announcements at the Finish Line.

Bib Sponsor • \$1,500 donation

(provides 4,500 meals to those in need)

Logo and advertisement on every race bib! Listed on all promotional materials, and on the event page (6,000+ page views). Sponsor name on the back of the coveted Selfless Elf t-shirt, in each email blast, and two social media shout-outs (Twitter, Facebook, LinkedIn & Instagram). Sponsor-provided promotional materials will be included in SWAG bags. Sponsor thanked during announcements and invited to participate in day-of activities.

Timing Clock Sponsor • \$1,500 donation

(provides 4,500 meals to those in need)

Logo on the timing clock at the Finish Line! Listed on all promotional materials, and website (6,000+ page views). Sponsor name on the back of the coveted Selfless Elf t-shirt, in each email blast, and two social media shout-outs (Twitter, Facebook, LinkedIn & Instagram). Sponsor-provided promotional materials will be included in SWAG bags. Sponsor thanked during announcements and invited to help hand out the Fastest Elf (Male & Female) Award.

Start/Finish Line Sponsor • \$1,000 donation

Sold Out!

(provides 3,000 meals to those in need)

See your logo on the Start/Finish Line arch! Listed on all promotional materials, and on the event page (6,000+ page views). Sponsor name on the back of the coveted Selfless Elf t-shirt, in each email blast, and one social media shout-outs (Twitter, Facebook, LinkedIn & Instagram). Sponsor-provided promotional materials will be included in SWAG bags. Sponsor thanked during announcements and invited to hold the finish line.

Elf Socks Sponsor • \$1,000 donation

(provides 3,000 meals to those in need)

Sponsor the highly coveted striped elf socks! Logo on all promotional materials, and on the event page (6,000+ page views). Sponsor name on the back of the coveted Selfless Elf t-shirt, in each email blast, and one social media shout-out when we unveil the socks (Twitter, Facebook, LinkedIn, and Instagram). Sponsor-provided promotional materials will be included in SWAG bags. Sponsor thanked during announcements.

Food Drive Prize Sponsor • \$1,000 donation

Sold Out!

(provides 3,000 meals to those in need)

New this year - Help us collect more by sponsoring the Food Drive Prize! Logo printed on prize giveaway and on website (6,000+ page views). Sponsor name on the back of the coveted Selfless Elf t-shirt, in each email blast, and two social media shout-outs (Twitter, Facebook, LinkedIn & Instagram). Sponsor-provided promotional materials will be included in SWAG bags. Sponsor thanked during announcements and invited to volunteer at the Food Drive table to handout your branded prizes.

Live Results Sponsor • \$750 donation

(provides 2,250 meals to those in need)

Logo displayed at the Live Results Clock after the race! Logo printed on clock that elves take photos with. Name listed on website (6,000+ page views), on the back of the coveted Selfless Elf t-shirt, and in each email blast. Sponsor-provided promotional materials will be included in SWAG bags. Sponsor thanked during announcements.

For more information, contact Katherine Strawser, Community Event Planner at 607.796.6061 | kstrawser@feedingamerica.org



2018 Sponsorship Opportunities continued...

Swag Bags Sponsor • \$750 donation

(provides 2,250 meals to those in need)

Logo prominently displayed on each SWAG Bags (1,500 total). Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), two special media shout-outs (Twitter, Facebook, LinkedIn, and Instagram) and in each email blast (7 total). Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Santa Claus Sponsor • \$750 donation

(provides 2,250 meals to those in need)

Logo prominently displayed at the Finish Line Celebration. Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), two special media shout-outs (Twitter, Facebook, LinkedIn, and Instagram) and in each email blast (7 total). Sponsor mentioned during emcee announcements at event. Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Award Sponsor • \$500 donation

(provides 1,500 meals to those in need)

Logo painted on all custom awards for each age group (27 total). Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), and in each email blast (7 total). Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Blitzen Beverage Garden Sponsor • \$500 donation

(provides 1,500 meals to those in need)

Logo prominently displayed at the Blitzen Beverage Garden. Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), and in each email blast (7 total). Sponsor mentioned during emcee announcements at the event. Branded event giveaway item of coasters or cups. Sponsorship helps bring in wineries, breweries and distilleries to provide tastings and sales of their product. Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Elf Yourself After Party Sponsor • \$500 donation

(provides 1,500 meals to those in need)

Partner with the Food Bank to promote your business as the Elf Yourself After Party. Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), and in each email blast (7 total). Sponsor mentioned during emcee announcements at event. Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Water Stop Sponsor • \$500 donation

(provides 1,500 meals to those in need)

Logo prominently displayed at Water Stop of your choice. Sponsor invited to greet and handout water to participants during the event. Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), and in each email blast (7 total). Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Stretch Tent Sponsor • \$500 donation

(provides 1,500 meals to those in need)

Logo prominently displayed at the Stretch Tent. Sponsor invited to offer services (ex. 10 min massage) to participants and hand out promotional materials. Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), and in each email blast (7 total). Sponsor provided informational material will be included in each SWAG bag (1,500 total).

sElfie Photo Booth Station Sponsor • \$350 donation

(provides 1,050 meals to those in need)

Logo prominently displayed at the Photo Booth and printed on the photo strip. Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), and in each email blast (7 total). Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Face Painting Sponsor • \$350 donation

(provides 1,050 meals to those in need)

Logo prominently displayed at Face Painting booth. Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), and in each email blast (7 total). Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Peppermint Miles Sponsor • \$350 donation

(provides 1,050 meals to those in need)

Logo prominently displayed on one of the three mile marker signs along the route. Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), and in each email blast (7 total). Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Candy Cane Sponsor • \$100 donation

(provides 300 meals to those in need)

Logo prominently displayed on a giant candy cane along the route. Sponsor name on the back of the coveted Selfless Elf t-shirt, on the event page (6,000+ page views), and in each email blast (7 total). Sponsor provided informational material will be included in each SWAG bag (1,500 total).

Your support will provide much needed food to our neighbors struggling with hunger this holiday season!