Hello Friends:

This year, with safety and social distancing in mind, the CNY Gay 5k will be held virtually. Though we won’t have an in-person event, we will gather hundreds of participants together for a good cause, and we will recognize your contribution in ways that will reach people all over the CNY region and beyond.

Some things will not change at all. All sponsors will be recognized on t-shirts mailed to every registrant, and one hundred percent of the proceeds from this event stays in CNY to support the lesbian, gay, bisexual, and transgender (LGBT) community. This will be the Fifth Annual CNY Gay 5k, and we look forward to working with you to provide support for people who benefit from this fundraising event.

The 2020 CNY Gay 5k will support SAGE Upstate, a non profit organization working on behalf of older LGBT people. Older LGBT adults are less likely to have support from family, more likely to live alone, and less likely to reach out to social service agencies that may help because they fear discrimination. Older LGBT people are even more isolated now, and as older adults are more at risk for contracting COVID-19, social distancing will need to continue for a longer period. Your sponsorship will help SAGE Upstate offer virtual programs to improve health and reduce isolation for older LGBT people, and to continue these efforts in person after the crisis is past us.

The Virtual CNY Gay 5k will be completed by participants between June 13th and 30th. Advertisements proudly featuring our sponsors (you!) will be spread across Central New York, and we would love to have your support in growing this event. More information about sponsorship, SAGE Upstate, and registration can be found on our website: www.cnygay5k.org.

If you are unable to sponsor this year, we hope you will consider signing up for the 5k. and/or promoting participation within your company.

Thank you!

Leslie Lamb
CNYGay5k@gmail.com
Sponsor Benefits

Rainbow Sponsor $4,000
• Company name appears as part of CNY Gay 5k logo on all promotional materials
• Premier logo placement on all event publications and social media posts
• Premier logo placement shirts given to all registrants
• Prominent display of your logo in 4 weekly emails to participants and others in June
• Your corporate materials linked to event website
• 10 race registrations

Purple Sponsor: $1,000
• Logo placement (large) on shirts and website
• Prominent display of logo in 4 weekly emails to participants and others in June
• Your corporate materials linked to event website and SAGE Upstate
• 8 race registrations

Green Sponsor: $500
• Logo placement (small) on shirts and website
• Logo displayed in 4 weekly emails to participants and others in June
• 4 race registrations

Yellow Sponsor: $250
• Logo placement (small) on shirts and website
• 2 race registrations

Orange Sponsor: $100
• Company name listed on website and CNY Gay 5k Facebook page
• 2 free race registrations

We’re flexible. Let’s chat about the perks you’re interested in, or other ways your business can be recognized in relation to the event.

In-Kind: Donations of goods, services or media coverage will be given appropriate sponsorship benefits above depending on the value.

About the Shirts: Please provide a single-color logo that can be used for t-shirts. Display of your logo in publications, emails, and social media will appear in full color.

Questions? Contact Leslie Lamb at 315-478-1923, or email us at cnygay5k@gmail.com
Sponsor/Donor Response Form

Sponsor Contact Info:
Name____________________________________________________________________________
Title _____________________________________________________________________________
Company Name ____________________________________________________________________
Street Address _____________________________________________________________________
City, State, Zip _____________________________________________________________________
Phone ___________________________________________________________________________
Email ____________________________________________________________________________

Sponsorship Level
Please check the appropriate box:

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Rainbow</td>
<td>$4,000</td>
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<tr>
<td>Purple</td>
<td>$1,000</td>
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<tr>
<td>Green</td>
<td>$500</td>
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<tr>
<td>Yellow</td>
<td>$250</td>
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<tr>
<td>Orange</td>
<td>$100</td>
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Extras
Please describe goods/services/volunteerism you would like to donate:

Payment Information

<table>
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<tr>
<th>Payment Information</th>
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<tbody>
<tr>
<td>Invoice me (payment due by June 1, 2020)</td>
</tr>
<tr>
<td>Enclosed find my check to SAGE Upstate with “CNY GAY 5k” in the memo</td>
</tr>
<tr>
<td>Bill my charge card</td>
</tr>
</tbody>
</table>

Charge Card information:
CC #: ___________________________________________ Exp: _______ CVV: _______
Cardholder Name: ____________________________ Cardholder Address_________________________________
Cardholder City/State?Zip _______________________________________________________________________

Please return with payment by 6/1/2020 to CNY Gay 5k, c/o SAGE Upstate, 431 E Fayette St. Syracuse, NY 13202