



"Food for the body...Nurture for the soul"

54 Eastern Avenue •Malden, MA 02148 •Tel: 781-397-0404 • info@breadoflifemalden.org

August 1, 2017



High School athletes participating in the 2016 Walk for Bread & 5K Run.

Dear Friend,

We would like to ask for your partnership in our **25th Annual Walk for Bread & 5K Run on Sunday, October 1, 2017** from noon – 3 pm at Pine Banks Park, Main Street, Melrose & Malden. This is our major fundraising event of the year, raising money to help us provide **over 1 million meals** for neighbors in need in Malden, Melrose, Everett, Medford and six surrounding communities.

This event has the potential for you to be involved by:

- 1) Sponsoring the event (levels listed below)
- 2) Bringing a team of employees to walk or run, raising funds with pledges from family, friends & coworkers. Employees who want to volunteer can help with logistics at the event, 10 am – 4 pm.

Pledge forms for walkers are available at: www.breadoflifemalden.org/events

Runners register online for \$25.

All participants will receive a free T-shirt, snacks and drinks, and enjoy a DJ, henna hand painting, and information tables with gifts sponsored by local organizations involved in health care, food and other services.

Your participation will mean food on the table for many neighbors in need, such as Ella and her family:

"Ella" and her husband came to the BOL pantry because he was out of work and they had three children to feed. Her income from working at a nursing home wasn't enough to pay their rent, utilities, and put food on the table. A friend suggested they come to the pantry. "Ella" became a regular patron, receiving groceries for several months until her husband found work. After that, she became a volunteer at the pantry so she could help other mothers like herself.

BOL is the largest free food provider in north metro Boston. In 2016, with volunteers and donations from our 45 partner organizations, we provided 1,056,000 meals through our evening meal program, food pantries in Malden and Everett, grocery delivery to senior citizens and food delivery to homeless families sheltered in local motels.

Sponsorship Opportunities:

\$10,000 – Corporate Sponsor – logo & name listed on T-shirt; logo & name on flyer/pledge sheets for the event; posting on BOL website, facebook and other social media; announcement through email and print newsletter;

photo and press release in news media; banner and table at the event; Walk/Run program book front page logo; Walk/Run program book full back page ad (5”W x 8”H)

\$5,000 – Lead Sponsor – logo & name listed on T-shirt; logo & name on flyer/pledge sheets for the event; posting on BOL website, facebook and other social media; announcement through email and print newsletter; photo and press release in news media; banner and table at the event; Walk/Run program book front page logo; Walk/Run program book ½ page ad (5”W x 4”H)

\$1,000 – Major Sponsor – logo & name listed on T-shirt; logo & name on flyer/pledge sheets for the event; posting on BOL website, facebook and other social media; announcement through email and print newsletter; photo and press release in news media; banner and table at the event; Walk/Run program book front page logo; Walk/Run program book ¼ page ad (5”W x 2”H)

\$500 - T-Shirt Contributor – logo/name listed on T-shirt

\$300 - sponsor the Start/Finish refreshment booth

\$200 - sponsor a table at the registration area

\$150 - provide registration materials

\$100 - sponsor amusements/entertainment at the Walk registration/finish area

\$50 - provides a Route Marker with your logo

\$_____ - other contribution to support the Walk

All sponsors will be listed in our Walk/Run program book.

NAME OF BUSINESS: _____

ADDRESS: _____ PHONE: _____

WEBSITE: _____ EMAIL: _____

CONTACT PERSON: _____ CONTACT PHONE: _____

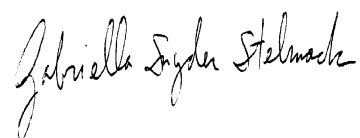
CONTACT EMAIL: _____

Please send your ad and/or logo by August 1st for Corporate, Lead or Major Sponsor.

Please send your ad and/or logo by September 5th for all other sponsorships.

Send to: Gabriella Snyder Stelmack info@breadoflifemalden.org. For more information, call 781-475-9060.

Thank you!



Gabriella Snyder Stelmack
Deputy Director