



Color Blast Fun Run/Walk 2021 Sponsorship FAQ

Q. Why is the event Virtual this year?

A. *Due to the uncertainty of being able to host large gatherings and based on current road race guidelines, we are planning the Color Blast Fun Run/Walk virtually this year. Although the event will be different, we still expect many individuals, families and community members to participate virtually in a family friendly colorful event of their making.*

Q. Are sponsor levels limited?

A. *To ensure maximum marketing exposure, the top 2 sponsor levels (Platinum and Gold) have limited availability.*

Q. How can I have my business name and/or logo on the event t-shirt?

A. *With a \$500, \$1,000, or \$2,500 cash sponsorship your **Logo/Name** will be on the t-shirt; with a \$250 cash sponsorship your **Name** only will be on the t-shirt.*

Q. What is the PTG E-newsletter?

A. *The Bedford PTG publishes a monthly informational newsletter to approximately 4,000 unique emails of school district families. Platinum, Gold and Silver sponsors will be listed in a newsletter prior to the Color Blast.*

Q. How do Social Media recognitions work?

A. *Depending on the sponsorship level, a business will get anywhere from one to four recognition shout outs on PTG's social media accounts (Facebook Main Page, Facebook Color Blast Event Page, Instagram) in the weeks leading up to the event. At least one of those posts will be unique to your business; the others may be a sponsor level post including all sponsors of a given level.*

Q. When do I need to commit by?

A. *Sponsorship commitment can be made at any time before the event. However we do have printing deadlines for marketing materials so for maximum exposure:*

- *\$1,000 & \$2500 level sponsors need to commit (payment received) by **Friday, March 12th.***
- *\$500 and lower need to commit by **Friday, April 23rd.***

Q. When am I confirmed as a sponsor?

A. *Sponsor benefits begin when payment is received.*

Q. Can I donate any amount?

A. *Yes, but sponsorship levels are pre-set, in order to receive the benefits outlined in a specific level you must donate at least that amount.*

Q. Are sponsor levels flexible?

A. *Sponsor levels are pre-set and additional incentives cannot be added.*

Q. Why are you not able to accept an "In Kind Donation"?

A. *In-Kind donations are any non-cash donations. Due to the event being Virtual this year, we are only accepting cash donations.*

Bedford PTG Appreciates Your Color Blast Fun Run/Walk Sponsorship