



Dear Prospective Sponsor,

We know these have been trying economic times for many, so if you are able to, we invite you to consider sponsoring the Bedford Parent Teacher Group's Color Blast Fun Run/Walk. The PTG Color Blast is a community fundraising event where we encourage wellness, gathering our families together, getting colorful, and having fun. This year's event will be held virtually and individuals, families and community members can participate any time between May 22<sup>nd</sup> and May 31<sup>st</sup> in a family friendly colorful event of their making.

The Bedford Parent Teacher Group (PTG) is a non-profit organization (tax id #04-3375071) that funds several activities from kindergarten to high school across our school district. As the district has faced a very unique school year, the PTG has remained dedicated to embracing its challenges while continuing to cherish and celebrate past traditions. Due to the uncertainty of this year, the PTG has not been able to host all of its usual events, programs and fundraisers but continues to work directly with the schools to assist with the classroom, staff, student and school needs. Our focus this year has been on enhancing outdoor spaces, COVID mitigations supplies for teachers/classrooms, virtual programming and events for students, staff and families, and assisting with student needs through guidance and nurse department support. Find more programs we support at [www.bedfordptg.org](http://www.bedfordptg.org).






Our previous Color Blasts have brought together hundreds of runners of all ages and raised many thousands of dollars. Although the event will be different this year, we still expect many families and community members to participate virtually in the Color Blast Fun Run/Walk. We hope that you will join our efforts in providing enriching educational opportunities, creating community events, and helping support the individual needs of our Bedford School District, while gaining positive exposure for your business. If you have questions regarding the Color Blast Fun Run/Walk see the second page with sponsorship opportunities or if you would like to further discuss the ways your business can get involved please contact the email listed below.

We thank you in advance for your consideration, and we hope to count on your support for the Bedford PTG Color Blast Fun Run/Walk!

Sincerely,

Bedford PTG Color Blast Fun Run/Walk  
Email: [bedfordcolorblast@gmail.com](mailto:bedfordcolorblast@gmail.com)

## SPONSORSHIP BENEFITS

	 PLATINUM SPONSOR \$2,500	 GOLD SPONSOR \$1000	 SILVER SPONSOR \$500	 BRONZE SPONSOR \$250	 COPPER SPONSOR \$100
Company Logo Will Be Our “Presenting Sponsor” On All PTG’s Customized Marketing <small>*(commitment needed by March 12th for printing purposes)</small>	●				
Company Logo Featured On Runner’s Bibs	●				
Company Logo Displayed At Bib Pick Up	●	●			
Company Logo Featured On All PTG’s Marketing Within Bedford Schools And On Local Community Boards <small>*(commitment needed by March 12th for printing purposes)</small>	●	●			
Company Logo Featured in PTG’s E-newsletter	●	●	●		
Company Featured On Event T-shirt <small>*(commitment needed by April 23rd for printing purposes)</small>	Logo	Logo	Logo	Name Only	
Company Logo And Link On PTG Website Under Sponsor List	●	●	●	●	●
Social Media Recognition** (Facebook & Instagram)	4	4	3	2	1

***\*Some benefits are subject to print deadlines.  
\*\*See Sponsorship FAQs included in this document for more information.  
Platinum and Gold levels have limited availability.***

To sponsor our event please fill out the sponsorship form and return to the event committee  
 Email: [bedfordcolorblast@gmail.com](mailto:bedfordcolorblast@gmail.com)

Mail To: Bedford PTG PO Box 10077 Bedford, NH 03110 Attn: Color Blast Fun Run/Walk Sponsorship

# Sponsorship Form

PLEASE RETURN THIS FORM TO BEDFORD PTG  
OR HAVE A COMMITTEE MEMBER PICK IT UP  
NO LATER THAN **April 23rd** TO ENSURE MAXIMUM ADVERTISING EXPOSURE.

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website/Instagram/Facebook: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\_\_\_\_ **YES!** I would like to sponsor the Bedford PTG Color Blast Fun Run/Walk!

## **SPONSORSHIP LEVELS:**

\_\_\_\_ \$2,500 **Platinum/Presenting Sponsor** (limited availability)

\_\_\_\_ \$1000 Gold Sponsor (limited availability)

\_\_\_\_ \$500 Silver Sponsor

\_\_\_\_ \$250 Bronze Sponsor

\_\_\_\_ \$100 Copper Sponsor

Please email your logo with your response.

Questions?

Please email [bedfordcolorblast@gmail.com](mailto:bedfordcolorblast@gmail.com)

**All checks should be made payable to Bedford PTG.  
Mailed to PO Box 10077 Bedford, NH 03110 Attn: Color Blast Sponsorship**

**THANK YOU FOR YOUR SUPPORT**



## **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**