



Color Blast Fun Run/Walk 2022 Sponsorship FAQ

Q. Are sponsor levels limited?

A. *The top 2 sponsor levels (Platinum and Gold) may have limited availability.*

Q. What sponsorship level allows me to have a table at the event?

A. *An Informational Table is available with a \$500, \$1,000 or \$3,000 cash donation*

○ *Sponsors may*

- *Set up a table at the event to promote/advertise their business*
- *Offer giveaways but may not sell items*
- *Offer an activity/game for children/adults (at no charge)*
- **Note: We cannot provide a power source**

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

A. *With a \$500, \$1000, or \$3000 cash sponsorship your **Logo** 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 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 three recognition shoutouts 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 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 & \$3,000 level sponsors need to commit (payment received) by **Friday, March 11th.***
- *\$500 and lower need to commit by **Friday, April 22nd.***

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 that amount. Additional incentives cannot be added. An In-Kind donation can be of any value.*

Q. What is an "In Kind Donation"?

A. *Any cash donation of less than \$250 or any non-cash donation regardless of amount (ie gift cards, raffle items, etc).*

Q. How do I redeem my complimentary race entry/entries?

A. *You will receive a registration code to utilize for online event registration. Code can be used up until Event day.*

Bedford PTG Appreciates Your Color Blast Fun Run/Walk Sponsorship