



Sponsorship Opportunities

8th Annual Pam's Run Virtual 5k/10k

October 18-24, 2020

www.pamsrun.com

About Pam's Run

Igniting the "Neighbors Helping Neighbors" Movement

Pam's Run has been the largest running race in Wayland, Massachusetts, for the last six consecutive years, and we made the **Top 10 List of Best Road Races in Massachusetts!** This year we are going virtual due to the COVID-19 pandemic so that our sponsors and guests can participate safely and responsibly. Pam's Run brings together more than 1,200 passionate runners, walkers, volunteers, spectators, donors and corporate sponsors who care about those in need in their communities. Even though we cannot have our Pam's Run event in person this year, we know that our sense of community is not cancelled and the value of coming together to support one another is more important than ever.

In 2019—our seventh year of hosting Pam's Run—we had a record-breaking 838 runners plus hundreds of spectators and volunteers, and we expect even larger participation this year since people can participate from the comfort of their neighborhoods. Runners have ranged in age from 8 to 80 and represented 90 cities and towns in 10 states. The run provides a great opportunity to raise awareness about your business and commitment to corporate philanthropy to an important segment of your target audience.

We hope you will support Neighbor Brigade—Pam's legacy—by stepping forward as a corporate sponsor; corporate sponsorships are critical to our continued success. We have



Proceeds from Pam's Run benefit Neighbor Brigade—the Massachusetts-based non-profit organization started by Founder Pam Manikas Washek who envisioned a caring community of "neighbors helping neighbors" during times of crisis. Pam's Run honors the memory of Pam and supports the "neighbors helping neighbors" movement she ignited.

Now in our eighth year, Pam's Run has become a highly anticipated event that includes a **5k/10k walk and run** for all ages.

several sponsorship packages available to provide significant market exposure. As a sponsor, your organization will benefit from visibility through social media, e-mail campaigns and on our website. Included in our target audience will be the 10,000 members of our extended community comprised of volunteers, recipients, donors and referral partners. With your help, we can continue to provide critical COVID-19 support and expand Neighbor Brigade into more communities.

Please contact Mark Murphy, Director of Development, to discuss sponsorship levels at mark@neighborbrigade.org.



Support Pam's Run and Support Neighbors in Need

About Neighbor Brigade

Neighbor Brigade is a 501c3 non-profit organization, now celebrating its 10th year mobilizing community-based networks of volunteers to help fellow residents facing sudden crisis such as devastating illness, accident or other tragic event. Individuals and families can find their lives upended in these times of crises, and friends and family just can't do it all. Neighbor Brigade volunteers step in to provide non-medical support services including home delivered meals, transportation to medical appointments, and household chores. These simple acts of kindness are a lifeline of support for neighbors in need—delivered immediately (sometimes same-day!), free of charge and available to all.

Neighbor Brigade currently has 29 Chapters including 27 in Massachusetts, 1 in Rhode Island and 1 in New Jersey. There are over 3,000 Neighbor Brigade volunteers serving their communities every day. Volunteers come to Neighbor Brigade with the shared purpose of helping their fellow residents and strengthening their community ties.



“At a time of such suffering for [my wife and] our family, this often invisible group made us feel that someone, many someones, really cared.”

— Recipient

COVID-19

Since March 16, 2020 Neighbor Brigade chapters have been working tirelessly; partnering with various community entities to assure that all residents have access to essential food and supplies. A record-breaking 400 new volunteers have signed up in the last 3 months to help more than 200 families each week. Neighbor Brigade has partnered with local food pantries, school districts, councils on aging, housing authorities and town officials to safely and securely deliver food and health supplies to residents that are homebound for any reason. We will continue these services throughout the duration of the world-wide pandemic. 100% of your support of Pam's Run goes directly towards our efforts at Neighbor Brigade to help all of our neighbors in crisis during the COVID-19 pandemic.

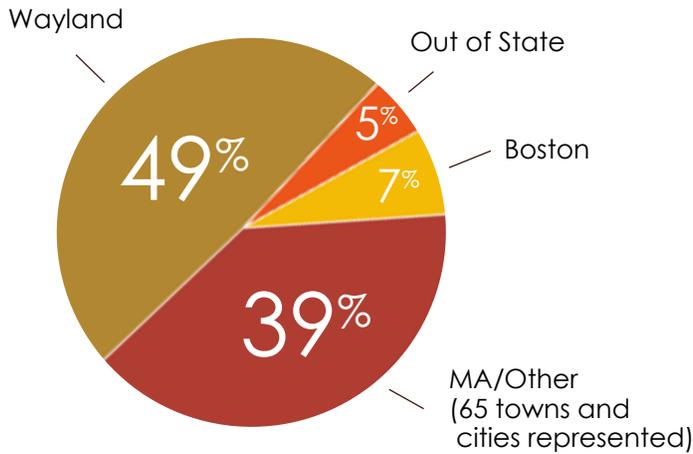
Pam Washek's Legacy

Neighbor Brigade was founded by Wayland resident Pam Manikas Washek. During a lengthy battle with cancer Pam received overwhelming support from friends and neighbors who stepped in to help her family during her treatments. This compassionate response to a neighbor in need sparked Washek's desire to help others facing similar unexpected crisis. She turned her pain into purpose by creating Neighbor Brigade, based on the elementary yet powerful concept of “neighbors helping neighbors.” While Pam lost her battle with cancer in December 2012, her legacy lives on in Neighbor Brigade—now celebrating its 10th year in 2020.

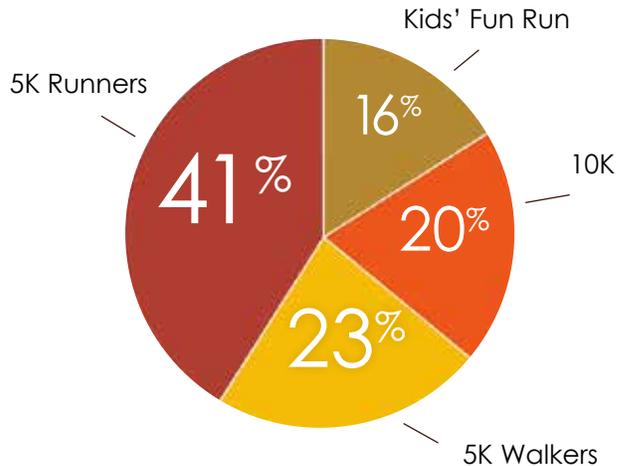


2019 Pam's Run Numbers & Sponsors

Where the participants are from:



What they participated in:



Presenting Sponsor



Platinum Sponsor



Runners' Bags Sponsor

The Carriage House at Lee's Farm

Sponsor

Washek Electric

Water Table Sponsors

Joint Ventures Physical Therapy - Wayland
Suzanne and Company, Keller Williams Realty

Silver Sponsors

Bolton Capital Group
Charles River Insurance
Coldwell Banker Weston
Day Break Cross Fit
Judy Boyle, Realtor, RE/MAX Executive Realty
Keystone Development
Peace Nguyen Real Estate Advisor
Engel & Volkers Wellesley
Traditions of Wayland

Bronze Sponsors

Circle Furniture
Coach Grill
Middlesex Savings Bank
Tim Hanlon - Commonwealth East Real Estate
Village Bank

Expo Sponsors

Ameriprise Financial
Russell's Garden Center

Sponsor

Wayland Dental

In-Kind Sponsors

Barre3 Sudbury
Boston Sports Club Wayland
Continental Resources
Crunch Fitness Hudson
Empowered By Meg
Fish Restaurant Marlborough
Forever Slender Med Spa Wayland
Fuel Up to Play 60

IMPACT Melanoma

Jam Time
Light Foundation
Longfellow Health Club
Papageorgiou Dental Associates of Natick
Partridge, Snow & Hahn
Samantha Melanson Photography
Stef Nelson Photography
Supercuts Wayland
Sysco
The Capital Grille
The Dairy Joy
The Light Foundation
The Longfellow Club
The Villa Restaurant
Total Wine Natick
Wachusett Mountain
Wayland Pizza House
Whole Foods Sudbury



2020 Sponsorship Opportunities

PRESENTING SPONSOR: \$10,000

Industry Exclusive sponsorship designed to maximize exposure to your company.

**Must confirm by August 1st to receive all benefits*

- Company name will follow Pam's Run in all promotional materials, including on all social media platforms.
- Presenting placement on race t-shirts.
- Verbal recognition as Presenting Sponsor on online opening ceremonies.
- Opportunity for company representative to speak at Zoom opening ceremonies.
- Presenting logo placement on race website (www.pamsrun.com), registration site.
- Logo on Neighbor Brigade website for one year.
- Logo on promotional e-mails with link to website.
- Recognition as presenting sponsor in press releases.
- Logo and acknowledgement in Neighbor Brigade annual report.
- Individual acknowledgement on official Neighbor Brigade and Pam's Run social media pages (over 4000 likes).
- Free registration for 10 runner entries.

PLATINUM SPONSOR: \$5000

Industry Exclusive sponsorship designed to maximize exposure to your company.

**Must confirm by August 1st to receive all benefits*

- 600 multi-use buffs co-branded with the Pam's Run logo and your business logo and distributed to race participants.
- Logo placement on race t-shirts.
- Verbal recognition as Platinum Sponsor on Zoom opening ceremonies.
- Logo on Neighbor Brigade website for one year.
- Logo on promotional e-mails with link to website.
- Individual acknowledgement on official Neighbor Brigade and Pam's Run social media pages (over 4000 likes).
- Logo on race website.
- Free registration for 5 runner entries.

Please contact Mark Murphy, Director of Development, to discuss sponsorship levels at mark@neighborbrigade.org.





Additional Sponsorship Opportunities

GOLD SPONSOR: \$2500

- Logo placement on race t-shirts.
- Logo on promotional e-mails with link to website.
- Individual acknowledgement on official Neighbor Brigade and Pam's Run social media pages (over 4000 likes).
- Logo on race website.
- Free registration for 2 runner entries.

SILVER SPONSOR: \$1000

- Name placement on race t-shirts.
- Name on race website.
- Name in promotional e-mail.
- Group acknowledgement with other Silver Sponsors on official Neighbor Brigade and Pam's Run social media pages (over 4000 likes).

BRONZE SPONSOR: \$500

- Name on race website.
- Name in promotional e-mail.
- Group acknowledgement with other Silver Sponsors on official Neighbor Brigade and Pam's Run social media pages (over 4000 likes).

SPONSOR: \$250

- Name on race website.
- Name in promotional e-mail.

Please contact Mark Murphy, Director of Development, to discuss sponsorship levels at mark@neighborbrigade.org.



Sponsorship Form

Please Note: Forms received after August 1st will not receive all of the listed benefits.



Sponsor Information

contact name

contact phone

contact e-mail

company/organization

address

telephone

fax

website

Sponsor Level Selection

Please check off your level of sponsorship below:

- PRESENTING SPONSOR: \$10,000**
- PLATINUM SPONSOR: \$5000**
- GOLD SPONSOR: \$2500**
- SILVER SPONSOR: \$1000**
- BRONZE SPONSOR: \$500**
- SPONSOR: \$250**

How will you be paying?

- Online with credit card
www.neighborbrigade.org/donate
- Online with PayPal
www.neighborbrigade.org/donate
- Mail check made payable to
Neighbor Brigade, P.O. Box 735,
Maynard, MA 01754

Thank you for your support.

All of the proceeds from Pam's Run go to Neighbor Brigade. Please send this form by August 1, 2020, to Neighbor Brigade, P.O. Box 735, Maynard, MA 01754. Neighbor Brigade is a registered 501(c)(3) nonprofit organization. All donations are tax-deductible to the full extent allowable by law.

Questions?

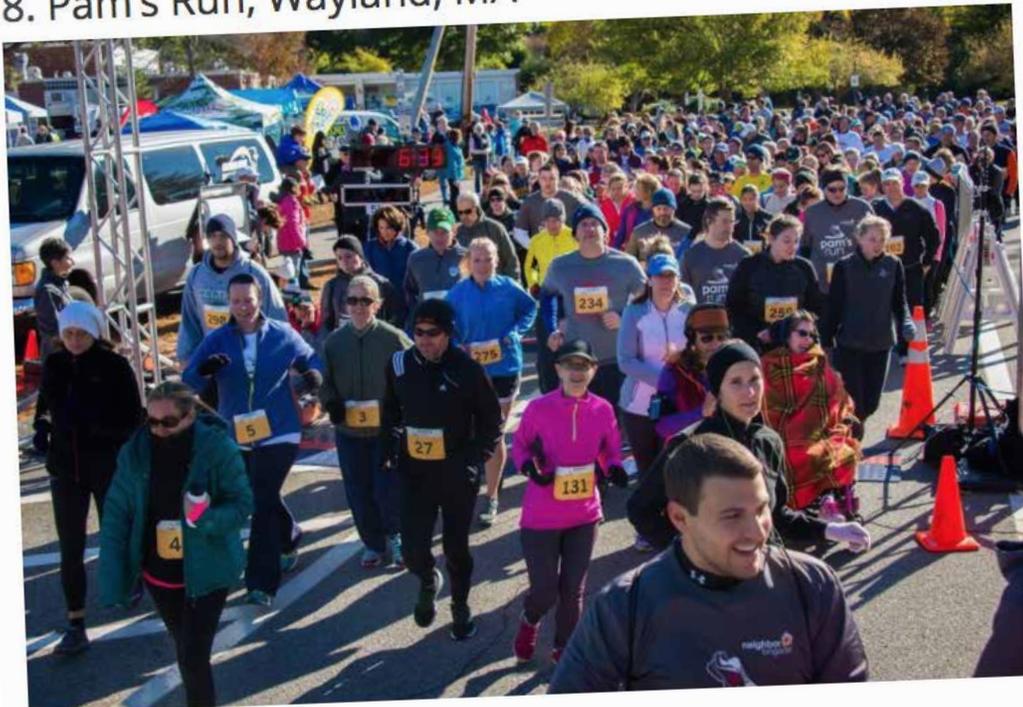
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The 10 Best Road Races in Massachusetts!

By Kimberly Ripley

Massachusetts people run. Their road races are so well-known and well-loved that they bring in people from all 50 states—and even from around the world—to run them. The following 10 are the best road races in Massachusetts, as defined by some of the state's seasoned runners. Lace up those running shoes and check out the 10 best road races in Massachusetts.

8. Pam's Run, Wayland, MA



Pam's Run - Facebook

This 5K/10K run/walk located in Wayland is family friendly and its proceeds benefit Neighbor Brigade, a service for families experiencing sudden Pam's Run is named in honor of the late Pam Manikas Washek, who founded Neighbor Brigade.

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