



Sponsorship Opportunities

9th Annual Pam's Run Virtual 5k/10k

October 16-24, 2021

www.pamsrun.com

Together in Stride!

About Pam's Run

Igniting the "Neighbors Helping Neighbors" Movement

Pam's Run has consistently been the largest running race in Wayland and included in the **Top 10 List of Best Road Races in Massachusetts!**

For the second year in a row, due to continued restrictions of large-scale events in the town of Wayland, we are going virtual so that our sponsors and guests can participate safely and socially distanced.

Pam's Run brings together hundreds of passionate runners, walkers, volunteers, 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 just as we have done over the last 15+ months, we will do this **Together in Stride!**



Our sense of community is not cancelled and the value of supporting one another is more important than ever.

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 ninth year, Pam's Run has become a

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 support to our clients 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

For over 10 years as a 501(c)3 non-profit organization, Neighbor Brigade has mobilized 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 cannot 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.

COVID-19

Your sponsorship will help us sustain some very important needs, such as client transportation to critical medical appointments and vaccinations. Due to COVID, many critical procedures were postponed and as surgeries and procedures are happening more frequently now, this is an ever-increasing request. There are only a handful of volunteers who feel comfortable offering this service at this time, so over the past year we have been supplementing our services with paid rides. We cannot continue this essential service without the support and generosity of our donors and sponsors.

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 has continued to live on in Neighbor Brigade.



"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

2020 Pam's Run Sponsors

Presenting Sponsor



Platinum Sponsor



Gold Sponsor



Silver Sponsors

Bernstein Development
Charles River Insurance
Circle Furniture
Danielle Meade Realtor
Gibson SIR
Keystone Development Corporation

Bronze Sponsors

Be the Love Wellness
Judy Boyle, Realtor,
RE/MAX Executive Realty
Mary Manikas Leach
Coldwell Banker Realty,
Wayland
Middlesex Savings Bank
Partridge, Snow & Hahn
The Village Bank

Sponsors

Baldwin Insurance Agency
Roche Bros.
Russell's Garden Center
Suzanne and Company,
Keller Williams Realty
Wayland Personal Physicians





2021 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 and/or logo will follow Pam's Run in all promotional materials, including on all social media platforms.
- Runners' belts co-branded with the Pam's Run logo and your business logo will be distributed.
- 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 registration site (www.pamsrun.com).
- Logo on Neighbor Brigade website.
- Logo on promotional e-mails with link to your 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 10,000 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*

- Logo placement on race t-shirts.
- Verbal recognition as Platinum Sponsor on Zoom opening ceremonies.
- Logo on Neighbor Brigade website.
- Logo on promotional e-mails with link to your website.
- Individual acknowledgement on official Neighbor Brigade and Pam's Run social media pages (over 10,000 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 your website.
- Individual acknowledgement on official Neighbor Brigade and Pam's Run social media pages (over 10,000 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 10,000 likes).

BRONZE SPONSOR: \$500

- Name on race website.
- Name in promotional e-mail.
- Group acknowledgement with other Bronze Sponsors on official Neighbor Brigade and Pam's Run social media pages (over 10,000 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 may 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
<http://pamsrun.com/sponsorship/>
- Mail check made payable to
Neighbor Brigade, P.O. Box 735,
Maynard, MA 01754

Marketing

- I have 400-600 promotional items
I would like to go in the runners bags.
(Must mail by September 10.)
- We are interested in promoting this
event on our social media pages.
Please contact me at:
Email: _____

Thank you for your support.

All of the proceeds from Pam's Run go to Neighbor Brigade. Please send this form by August 1, 2021, to Neighbor Brigade, P.O. Box 735, Maynard, MA 01754 or email to mark@neighborbrigade.org. Neighbor Brigade is a registered 501(c)(3) nonprofit organization. All donations are tax-deductible to the full extent allowable by law.

Questions?

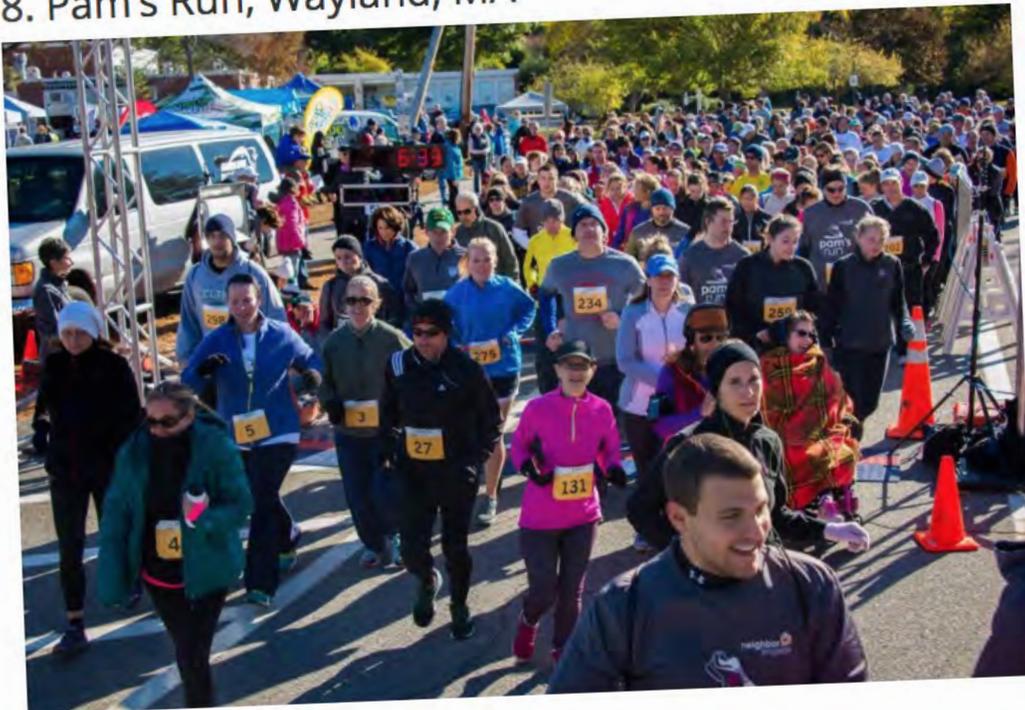
Questions can be directed to Mark Murphy at mark@neighborbrigade.org.

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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