Badge of Strength
Endurance Challenge

Sponsorship Opportunities

Springfield College East Campus

Presenting Sponsor – $25,000

Exclusive | 1 Available
Be the leading force behind the mission to strengthen mental health.
Recognized as:
"Badge of Strength Endurance Challenge, presented by (Your Department/Organization Name)"

Exclusive Benefits:

- Premier co-branding on all event signage and apparel
- Logo placement on participant shirts & course signage
- Dedicated social media posts highlighting your company as Presenting Sponsor
- Speaking opportunity at the opening ceremony
- Inclusion in media releases and interviews highlighting your support
- Logo and link featured prominently on event website and registration page
- 10 complimentary participant registrations (for eligible participants)

- “Presenting Sponsor” featured mentions across social media, before, during, and after the event
- Exclusive email blast to 5,000+ engaged subscribers showcasing your brand and support
- On-site presence with booth, display, or demo area
- Option to include branded gear or item in participant bags

Valor Sponsor – $10,000

Benefits:

- Logo on select signage
- Recognition on event website
- Featured mentions across social media, before, during, and after the event
- 5 complimentary participant registrations (for eligible participants)
- Opportunity for on-site presence (e.g., vehicle display or department tent)
- Option to include item in participant bags
- Recognition during event ceremonies

Resilience Sponsor – $5,000

Benefits:

- Logo on event signage
- Recognition on event webpage
- 4 complimentary participant registrations (for eligible participants)
- Option to include item in participant bags
- Featured mentions across social media, before, during, and after the event

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Courage Sponsor – $2,500

Benefits:

- Logo on event signage
- Recognition on event webpage
- 2 complimentary participant registrations (for eligible participants)

Honor Sponsor – $1,000

Benefits:

- Company name listed on sponsor signage

Vendor Table Sponsor – $500

Benefits:

- Vendor space in a designated vendor area *(vendors are asked to provide their own table and setup)*
- Opportunity to distribute promotional materials and giveaways
- Opportunity to engage directly with event participants and attendees

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In-Kind Sponsor

Support the event with goods or services instead of a monetary contribution. In-kind sponsorships help reduce event costs and enhance the experience for participants and attendees.

Sample In-Kind Sponsorships:

- Printing and marketing materials (flyers, banners, signage)
- T-shirt Sponsor
- Fitness or wellness products (hydration, gear, equipment)
- Giveaway items or merchandise
- Event equipment rental (On-site event equipment, including tents, sound system, sanitation facilities, and race timing)

Benefits:

- Recognition on event signage as an In-Kind Sponsor
- Recognition on the event website
- Social media recognition before and during the event

Sponsors may select a value for their in-kind contribution that aligns with one of our standard sponsorship levels for recognition purposes.

Food Truck Sponsor – Limit 3

We are offering a unique opportunity for up to three food trucks to join our event as featured vendors. Food Truck Sponsors help create a fun and engaging experience for participants while supporting our fundraising efforts.

Sponsorship Details:

- Food Truck Sponsors operate at the event, providing food and beverages to attendees
- A portion of proceeds (or a flat donation amount) is contributed back to support the event and our mission
- Only three Food Truck Sponsors will be accepted to ensure maximum visibility and impact

Benefits:

- Recognition on event signage as a Food Truck Sponsor
- Recognition on the event website
- Social media recognition before and during the event
- Opportunity to promote your food truck directly to participants and attendees

Interested food truck vendors may propose the donation amount or percentage of proceeds they will contribute back to the event.