



14th ANNUAL
WILL BIKE 4 FOOD
 Sponsorship Opportunities

YES! We would like to sponsor **Will Bike 4 Food** on Sunday, **September 22, 2024!**
 We would like the benefits provided at the following level (CHECK ONE):

Presenting Sponsor – \$15,000

- Your involvement will provide the equivalent of 45,000 meals
- Highlighted as the Presenting Sponsor of Will Bike 4 Food in all pre- and post-event communications
- Company logo on all t-shirts, top fundraiser cycling jerseys, banners, website, posters, and promotional materials
- Complimentary registration and waived fundraising for...
- Featured Social Media Promotions
- Opportunity to table at event
- Complimentary event registration and waived fundraising minimum for five (5) people

After Party Sponsor – \$10,000

- Your involvement will provide the equivalent of 30,000 meals
- Naming rights of the After Party immediately following the ride with separate logoed banner
- Company logo listed on all event banner, event T-Shirts, website, promotional posters, and thank you post on social media
- Featured promotion on Food Bank & Will Bike 4 Food social media
- Complimentary event registration and waived fundraising minimum for four (4) people
- Featured in all press releases

Route Sponsor – \$5,000

- Your involvement will provide the equivalent of 15,000 meals
- Naming rights of your choice of bike route: 10, 25, 50, or 100 mile
- Company logo listed on all event banner, event T-Shirts, website, promotional posters, and thank you post on social media
- Featured promotion on Food Bank & Will Bike 4 Food social media

- Complimentary event registration and waived fundraising minimum for three (3) people

Water Stop Sponsor – \$2,500

- Your involvement will provide the equivalent of 7,500 meals
- Featured promotion on Food Bank & Will Bike 4 Food social media
- Company signage featured at a Water Stop during the event with the opportunity to have your team volunteer and promote your brand
- Company logo listed on all event banner, event T-Shirts, website, promotional posters, and thank you post on social media

Support & Gear Sponsor – \$1,000

- Your involvement will provide the equivalent of 3,000 meals
- Company logo listed on all event T-Shirts
- Company logo listed on website, promotional posters, and thank you post on social media
- Opportunity to have a company branded vehicle follow the cyclists on a bike route or portion of a route

Community Sponsor – \$500

- Your involvement will provide the equivalent of 1,500 meals
- Company logo listed on website and promotional posters
- Company logo included in thank you post on social media

**Please submit payment by
 September 21, 2024**

Company Name:

Company Representative Name & Title:

Mailing Address:

City:

State:

Zip Code:

Phone:

Website:

Email:

Representative Signature:

Date:

or mail or fax your printed signed agreement to:
 Food Bank of
 Western Massachusetts
 Will Bike 4 Food
 25 Carew Street
 Chicopee, MA 01020
 fax: 413-247-9577

The Food Bank of Western Massachusetts is a 501 (c)(3) non-profit recognized by the IRS. Tax ID #04-2751023. Formal acknowledgement of donation will be sent prior to January 31, 2025



If your business would like to make an in-kind donation or has unique sponsorship objectives, we'll work with you to craft a customized sponsorship package. Contact Cheyenne Burnham, Public Engagement Manager at cheyenneb@foodbankwma.org, or 413-203-4986

