



16th ANNUAL  
**WILL BIKE 4 FOOD**  
 Sponsorship Opportunities



**YES!** We would like to sponsor **Will Bike 4 Food** on **Saturday, September 20, 2026!**  
 We would like the benefits provided at the following level (CHECK ONE):

**Presenting Sponsor – \$15,000**

- Your partnership will provide the equivalent of 30,000 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 and speak at the event
- Complimentary event registration and waived fundraising minimum for six (6) people

**After Party Sponsor – \$10,000**

- Your partnership will provide the equivalent of 20,000 meals
- Naming rights of the After Party immediately following the ride with a logoed banner
- Opportunity to table at the After Party
- Opportunity to have a company-logoed support vehicle on a route or have your team volunteer at a water stop
- Company logo listed on all event banners, website, and thank you post on social media
- Featured promotion on Food Bank & Will Bike 4 Food social media
- Featured in all press releases
- Complimentary event registration and waived fundraising minimum for five (5) people

**Route Sponsor – \$5,000**

- Your partnership will provide the equivalent of 10,000 meals
- Naming rights of your choice of bike route: 10, 25, 50, or 100-mile
- Opportunity to have a company-branded vehicle follow the cyclists on a portion of the bike route
- Company logo listed on event banner, event T-shirts, website,

promotional posters, thank you post on social media, and all email blasts

- 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 partnership will provide the equivalent of 5,000 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
- Opportunity to have a company-branded vehicle follow the cyclists on a portion of the bike route
- Company logo listed on all event T-shirts, website, promotional posters, and thank you post on social media

**Support & Gear Sponsor – \$1,000**

- Your partnership will provide the equivalent of 2,000 meals
- Company logo listed on the website and thank you post on social media
- Opportunity to have a company-branded vehicle follow the cyclists on a portion of the bike route
- Company logo listed on event banner

**Important Dates:**  
**August 8** – deadline for poster opportunity  
**August 30** – deadline for T-shirt opportunity  
**September 19** – deadline for sponsor payments

Company Name:

Company Representative Name & Title:

Mailing Address:

City: State: Zip Code:

Phone: Website:

Email:

Representative Signature: Date:

*Fill out PDF and return to Cheyenne at cheyenneb@foodbankwma.org, 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, 2026*



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