



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 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 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 30,000 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 15,000 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 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
- Opportunity to have a company-branded vehicle follow the cyclists on a portion of the bike route
- Company logo on event banner, all event T-shirts, website, promotional posters, eblasts, & thank you post on social media

Support & Gear Sponsor – \$1,000

- Your partnership will provide the equivalent of 3,000 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:

logo on event banner” and
 “logo on all eblasts

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