



**On Sunday,  
May 19, 2024  
the Lucy Robbins  
Welles Library  
will be holding its  
27th annual 5K  
road race fund  
raiser.**

**The race draws  
nearly 400 local  
runners as well  
as their families  
and volunteers  
of all ages to Newington's  
Mill Pond Park waterfall area  
for a morning of friendly  
competition, fellowship,  
awards and prizes.**

**This brochure outlines race  
sponsorship opportunities  
being offered.**

**Become a 2024 race sponsor,  
connect with your community  
and help support the library!**

Contact Trustee Fiona York  
at 718-619-1891 (cell) or  
Library Staff at 860-665-8730  
for more information.

*The Lucy Robbins Welles Library  
is a well-regarded, well-respected  
85-year old institution with a  
timeless purpose.*

It offers a service that empowers people – young and old – to learn, imagine and succeed.

It is a vibrant community resource, free to enter and free to all who want to borrow its resources, use its meeting space and participate in programs – from toddlers to college students to senior citizens and literally everyone else in the community.

The Trustees, who oversee the non-profit corporation which helps to maintain the Library's buildings and grounds, have no steady stream of funding.

It relies on monetary gifts to the Library's Legacy Society from individuals and businesses in the community plus proceeds from the Library's annual 5K road race.

We hope you will join us as a sponsor for the 27th running of the Newington 5K Challenge Road Race.

# Ready, Set, Race!

**2024  
Newington Library  
5K Challenge**



## Mark Your Calendar

**May 19, 2024  
9:00 a.m.**

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*Lucy Robbins Welles*  
**LIBRARY**  
Serving Newington Residents Since 1939.

100 Garfield Street, Newington, Connecticut 06111  
Voice: 860-665-8730 Fax: 860-666-0034  
<http://www.newingtonct.gov/library>

**LUCY ROBBINS WELLES LIBRARY  
Newington, CT  
27th ANNUAL  
5K CHALLENGE Road Race**

# Sponsorship Levels

## **Platinum Sponsorship: \$6,000 (only one may apply)**

A platinum sponsorship would indicate that the sponsor is the title sponsor for the event and its logo would be **prominently featured on the front of all volunteer and runner T-shirts**. Further, the platinum sponsor would be recognized on the race registration form, on the Library's website and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **On-site banners (2) at either start/finish line/awards area (sponsor provides) plus exhibition space at event.** Eligible for six (6) complimentary race entries.

## **Presenting Sponsorships: \$3,000 (two may apply)**

A presenting sponsorship would indicate that the sponsor is specifically recognized as being the sponsor for the presentation of the awards. The sponsor would also be **prominently recognized on the back** of the T-shirts, the race registration form, on the Library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library.

**On-site banners (2) at ceremony area (sponsor provides) plus exhibition space at event.** Eligible for five (5) complimentary race entries.

## **Finish Line Sponsorship \$2,000 (only one may apply)**

A finish line sponsorship would indicate that the sponsor is specifically recognized as being the sponsor for the finish line/chutes. The sponsor would also be **recognized on the back** of the

## **Finish Line Sponsorship (continued)**

T-shirts, the race registration form, on the Library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **On-site banner (1) at the 5K finish line (sponsor provides) provides an opportunity for your brand to be in the finishing line photos.** **Exhibition space at event is included.** Eligible for four (4) complimentary race entries.

## **Little Readers Sprint: \$1,000 (two may apply)**

A sponsor for this category is specifically recognized as being the sponsor for the Little Readers Sprint. The sponsor would also be **recognized on the back** of the T-shirts, the race registration form, on the Library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **Sponsor can also include pre-approved brand item(s) in the finish line swag bag given to Little Readers.** **On-site banner (1) prominently displayed (sponsor provides) plus exhibition space at event.** Eligible for four (4) complimentary race entries.

## **Hospitality Sponsorships: \$750 (more than one can apply)**

A hospitality sponsorship would indicate that the sponsor is specifically recognized as being the sponsor for race hospitality and refreshments. The sponsor would also be **recognized on the back** of the T-shirts, the race registration form, on the Library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **On site banner (1) at refreshment area (sponsor provides) plus exhibition space at event.** Eligible for four (4) complimentary race entries.

Please make checks payable to:

Lucy Robbins Welles Library, Inc.

## **Gold Sponsorships: \$500 (more than one can apply)**

A gold sponsor's logo is included **on the back of the T-shirts**, and will receive recognition on our application forms, a listing on the Library's website, and a listing on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **Eligible for three (3) complimentary race entries.**

## **Silver Sponsorships: \$250 (more than one can apply)**

A silver sponsor will receive recognition on our application forms, a listing on the Library's website, and a listing on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **Eligible for two (2) complimentary race entries.**

## **Newington CHEERS Sponsorships: \$150 (more than one can apply)**

A Newington CHEERS Sponsor (Newington Community Helps & Encourages Eager Running Students) will receive recognition on our application forms, a listing on the Library's website, and a listing on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **Each sponsor at the CHEERS level will provide 4 complimentary entries for Newington students in grades 5 through 8 to encourage Newington youth to run.**

**New for 2024:**

*All sponsors from the Gold level up to the Platinum level may include pre-approved brand item(s) in the finish line swag bag given to Little Readers.*