



2021 SPONSORSHIP PACKET

Virtual

7th Annual FROZEN YOGURT 5K Run/Walk

AUGUST 15 - 22, 2021

Change the way the world views mental health





GÁNDARA CENTER

CULTURALLY SENSITIVE CARE SINCE 1977



MISSION:

To **promote the well-being** of Hispanics, African-Americans and other **culturally diverse** populations through **innovative**, culturally **competent** behavioral health, prevention and educational **services**.

With **bilingual capacity** across all of our programs and a **family-centered** and **community-based** approach, we provide culturally competent, **innovative** care to the **state's most vulnerable** populations.

*Founded in 1977 to **advocate** and provide for **equal services** in the Hispanic community, today, Gándara Center serves nearly **15,000** children, adults and families each year in **100** locations across Massachusetts.*

STORIES OF HOPE

GÁNDARA CENTER



Gándara helped save my life and they planted the seeds for me to be able to give back.

- Kristina

Lived Experience Helps Kristina Fulfill Her Goals

"My journey was very rocky at the beginning. I went back and forth between **Esperanza** and **Gándara Residential Services for Women (GRSW)**. After nearly a year of sobriety, I moved to the **Serenity Program** which allowed me to live independently but also provided accountability. I worked, got my license back, rebuilt a relationship with my son, saved money and learned how to pay bills. Since then, I bought my own car and moved into my own apartment." *Kristina was recently promoted from **Recovery Specialist** to **Case Manager at GRSW**.* "It feels good to know I accomplished those things, but it feels even better to be able to give the ladies hope; to be able to tell them 'I was in your shoes, I was here doing exactly what you were and this is where I am now.'"

Angelo Embraces a Healthier Lifestyle

Angelo moved to a new **Shared Living** home where he received **behavioral and clinical supports**. He has embraced a healthier lifestyle, resulting in weight loss and a decrease in his medication needs.



"I am so proud of her progress!"

- Amarillis
In-Home Therapy Clinician

Youth Thrives With the Help of In-Home Therapists

"A local youth was referred to us from an inpatient practice after attempting to take her life, twice. Since our **In-Home Therapists** started working with her, she has been stable and has made excellent progress. The youth has learned how to use coping mechanisms and communication skills to express her feelings, which has helped improve her relationship with her family immensely. She is excelling at school," Amarillis, an In-Home Therapist exclaimed.

Leo Now Believes That Recovery is Possible

While Leo was incarcerated, "people from **Gándara Center's Stairway to Recovery** and the **Champion Plan** came to visit and said 'Look, if you want to get out and stay clean you can.' Since I've been home I've been coming to **Stairway to Recovery** faithfully and have been clean and sober for almost two and a half years." He adds, "I might not have everything, but I am grateful for what I do have."



"I was on a path of destruction, then I found Stairway."

- Leo

OUR SERVICES



COUNSELING

**CHILD AND
FAMILY**

**SUBSTANCE
USE/RECOVERY**

**COMMUNITY
SERVICES**

**DISABILITY
SERVICES**

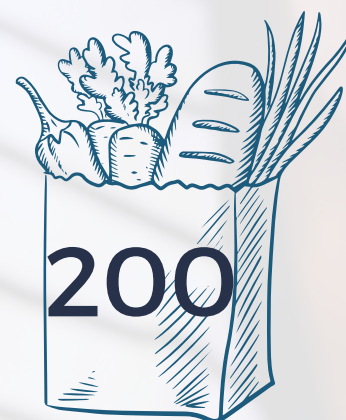
For more information about our programs and services visit: www.gandaracenter.org



HOW WE HELP

A **partnership** with us means that you can make a **significant impact** providing **care and support** as we combat the stigma associated with mental illness and substance use problems.

With your partnership, we can continue to **help nearly 15,000** underserved children and adults each year by providing services like our Springfield Family Resource Center and Food Pantry -- which gives families **access to fresh food** and produce. In addition to providing sustenance, a nutritionist offers monthly **food education** and nutrition classes focused on **healthy eating** and cooking.



families supported with
food each year

376,205 lbs

of food distributed to
those in need through
the Springfield Family
Resource Center

15,000

estimated number of
children, youth and adults
served each year in
Massachusetts



3,401

individuals maintained
their recovery with help
from our peer recovery
support centers



5,613

persons served through our
behavioral health services

Numbers reported from FY'20

WHAT PARTICIPANTS ARE SAYING...



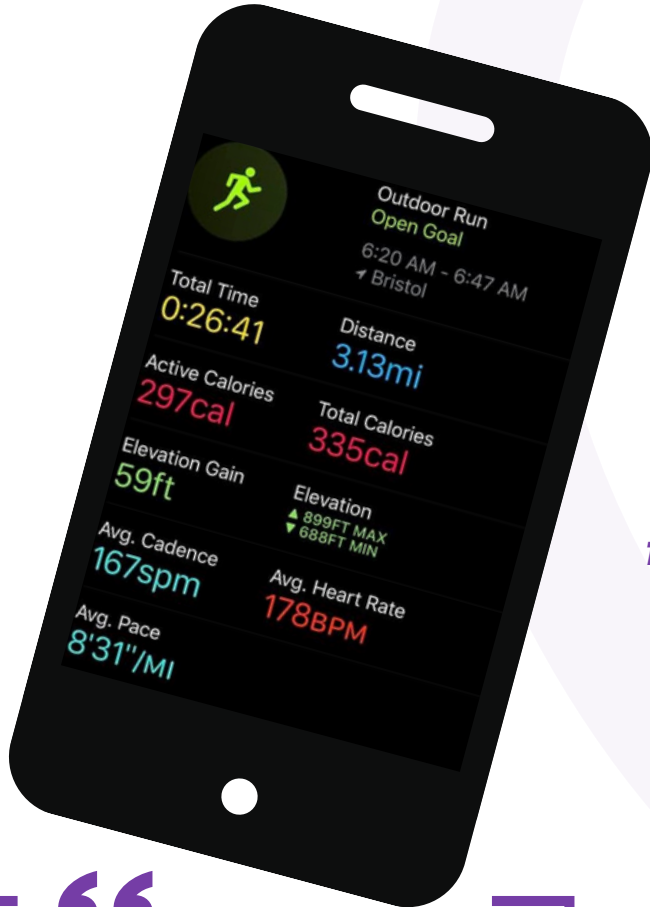
“
It was a beautiful
day for a walk!
**Thank you for
going virtual.**

- Allison
Turners Fall, MA



"I **loved** the race
and **the cause!**"

- Marta
Paxton, MA



“
I ran the traditional
course and pushed
myself as though it was
a live race. Forgot to
take a finish selfie but
here's my screenshot.

- Hillary
Northampton, MA

"We periodically pick races throughout
the area to support a good cause, and
hope that we can **make a difference
by giving Gándara our donation.**"

- Rebecca
Orange, MA

"It was great to have the
flexibility to run anywhere at
anytime during the week!"

- Lloyd
Dunellen, NJ

"For me, joining the 5k was a personal
goal. I've always wanted to get back
into running and **the Frozen Yogurt 5k
helped me to achieve my goal.**

Being part of a Team and taking all of
our cool pics to log our hours made it
that much more enjoyable.

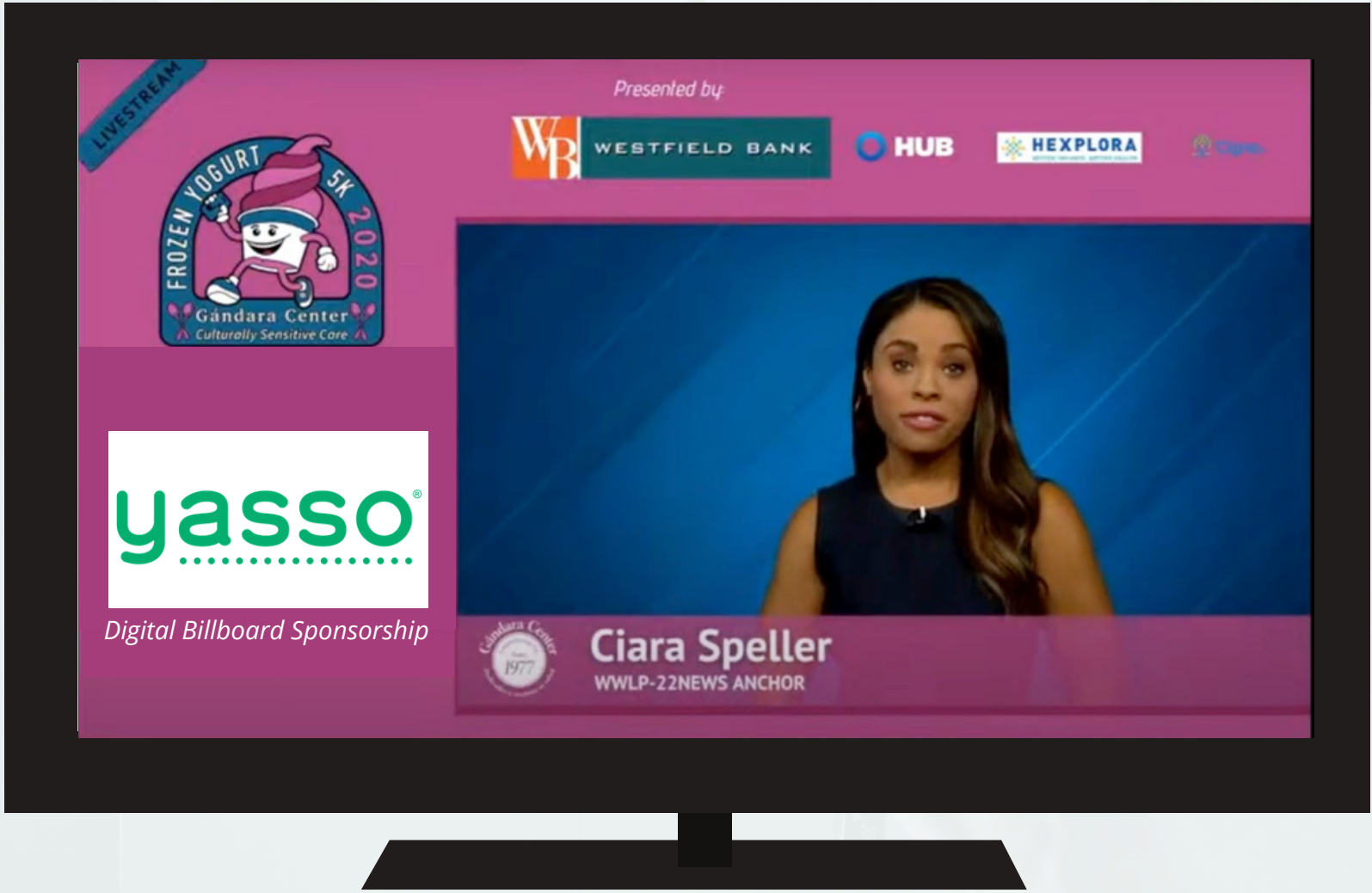
Now that I've completed my 1st 5k,
I'm ready for the next!"

- Shronda
NJ

SPONSORSHIP OPPORTUNITIES

2021

| | |
|------------------------------------|----------|
| Presenting Sponsorship | \$10,000 |
| Platinum Sponsorship | \$8,000 |
| Gold Sponsorship | \$5,000 |
| Silver Sponsorship | \$2,500 |
| Bronze Sponsorship | \$1,500 |
| "Friend of Fría" Sponsorship *NEW* | \$750 |
| Digital Billboard | \$250 |
| Media Sponsorship | Email Us |
| In-Kind | Email Us |



2021 SPONSORSHIP OPPORTUNITIES



| | Presenting Sponsor \$10,000 | Platinum Sponsor \$8,000 | Gold Sponsor \$5,000 | Silver Sponsor \$2,500 | Bronze Sponsor \$1,500 | Friend of Fría \$750 | Digital Billboard \$250 |
|--|--------------------------------|-----------------------------|-------------------------|---------------------------|---------------------------|-------------------------|----------------------------|
| Name recognition & logo use* | LOGO | LOGO | LOGO | NAME | NAME | NAME | |
| Sponsored Highlight Video | | | | | | | |
| Logo on Registration Page | | | | | | | |
| Race bib logo featured | | | | | | | |
| Digital Billboard during Livestream <small>(Logo* prominently displayed for Gold & above, Scrolling Logo for Levels below Gold)</small> | | | | | | | |
| Sponsor Spotlight post | | | | | | | |
| Logo on Facebook/Twitter Banners | | | | | | | |
| Free registration | 10 RUNNERS | 6 RUNNERS | 4 RUNNERS | 2 RUNNERS | | | |
| Sponsor Shoutout (Livestream) | | | | | | | |
| Newsletter/Annual Report mention | | | | | | | |

Name recognition & logo use*

Sponsored Highlight Video

Logo on Registration Page

Race bib logo featured

Digital Billboard during Livestream

(Logo* prominently displayed for Gold & above,
Scrolling Logo for Levels below Gold)

Sponsor Spotlight post

Logo on Facebook/Twitter Banners

Free registration

Sponsor Shoutout (Livestream)

Newsletter/Annual Report mention

***Logo must be received by JUNE 4, 2021 and should be in HIGH RESOLUTION
(Vector Files .EPS preferred, or .PNG, .JPEG, .TIFF files MUST BE at least 300dpi) if not, business name will be listed.**



2020 design

PRESENTING SPONSORSHIP

NAME RECOGNITION & LOGO USE

Logo **prominently** displayed in all Frozen Yogurt 5K promotional materials: fliers, posters, digital banner, Gándara website & Facebook/Twitter banners, Racewire event registration page w/clickthrough to website, social media posts, logo **prominently** displayed on race t-shirt.

SOCIAL MEDIA

Featured in the Sponsor Spotlight Post & Sponsor Thank You post

SPONSORED HIGHLIGHT VIDEO

Featured in video **highlighting sponsor services** during livestream show

SPONSORSHIP MENTION

Named in the Gándara Center electronic newsletter (distributed externally to contacts statewide) & Annual Report

DIGITAL BILLBOARD

Logo is **prominently** displayed at the top of the billboard during the livestream

SPONSOR SHOUT OUT

Verbal **acknowledgement** with logo by host during event livestream

FREE REGISTRATION

For **ten** (10) runners



PLATINUM SPONSORSHIP

NAME RECOGNITION & LOGO USE

Logo displayed in **all** Frozen Yogurt 5K **promotional materials**: fliers, posters, digital banner, Gándara website, Facebook & Twitter banners, Racewire registration event page w/clickthrough to website, social media posts, & **logo prominently displayed** on event t-shirt

SOCIAL MEDIA

Featured in a Sponsor Spotlight Post, **included** in our Sponsor Thank You post

SPONSORED HIGHLIGHT VIDEO

Featured in video **highlighting sponsor services** during livestream show

SPONSORSHIP MENTION

Named in the Gándara Center electronic newsletter (distributed externally to contacts statewide) & Annual Report

DIGITAL BILLBOARD

Logo is **prominently** displayed on **livestream** billboard

SPONSOR SHOUT OUT

Verbal **acknowledgement** with logo by host during event livestream

FREE REGISTRATION

For **six** (6) runners





GOLD SPONSORSHIP



NAME RECOGNITION & LOGO USE

Named in **all** Frozen Yogurt 5K promotional materials: fliers, posters, logo on digital banner, website, Racewire event registration page w/clickthrough to website, **logo** on t-shirt

SOCIAL MEDIA

Mentioned in Sponsor Spotlight Post & included in our Sponsor Thank You post

SPONSORSHIP MENTION

Named in the Gándara Center electronic newsletter (distributed externally to contacts **statewide**) & Annual Report

DIGITAL BILLBOARD

Logo is **prominently** displayed on **livestream** billboard

SPONSOR SHOUT OUT

Verbal **acknowledgement** with logo by host during event livestream

FREE REGISTRATION

For **four** (4) runners

Jade Rivera-McFarlin | jriveramcfarlin@gandaracenter.org | 413.296.6214



SILVER SPONSORSHIP



NAME RECOGNITION & LOGO USE

Named in the following Frozen Yogurt 5K **promotional materials**: fliers, posters, logo on digital banner, website & **listed** on t-shirt

SOCIAL MEDIA

Included in Sponsor Thank You post

SPONSORSHIP MENTION

Named in the Gándara Center electronic newsletter (distributed externally to contacts **statewide**) & Annual Report

DIGITAL BILLBOARD

Scrolling logo on billboard during **livestream**

SPONSOR SHOUT OUT

Verbal **acknowledgement** with logo by host during event livestream

FREE REGISTRATION

For **two** (2) runners

Jade Rivera-McFarlin | jriveramcfarlin@gandaracenter.org | 413.296.6214



BRONZE SPONSORSHIP

RECOGNITION & LOGO USE

Named in the following Frozen Yogurt 5K promotional materials: fliers, posters, website & **listed** on t-shirt

SOCIAL MEDIA

Included in our Sponsor Thank You post

SPONSORSHIP MENTION

Named in the Gándara Center electronic newsletter (distributed externally to contacts **statewide**) & Annual Report

DIGITAL BILLBOARD

Scrolling logo on billboard during the **livestream**



Jade Rivera-McFarlin | jriveramcfarlin@gandaracenter.org | 413.296.6214



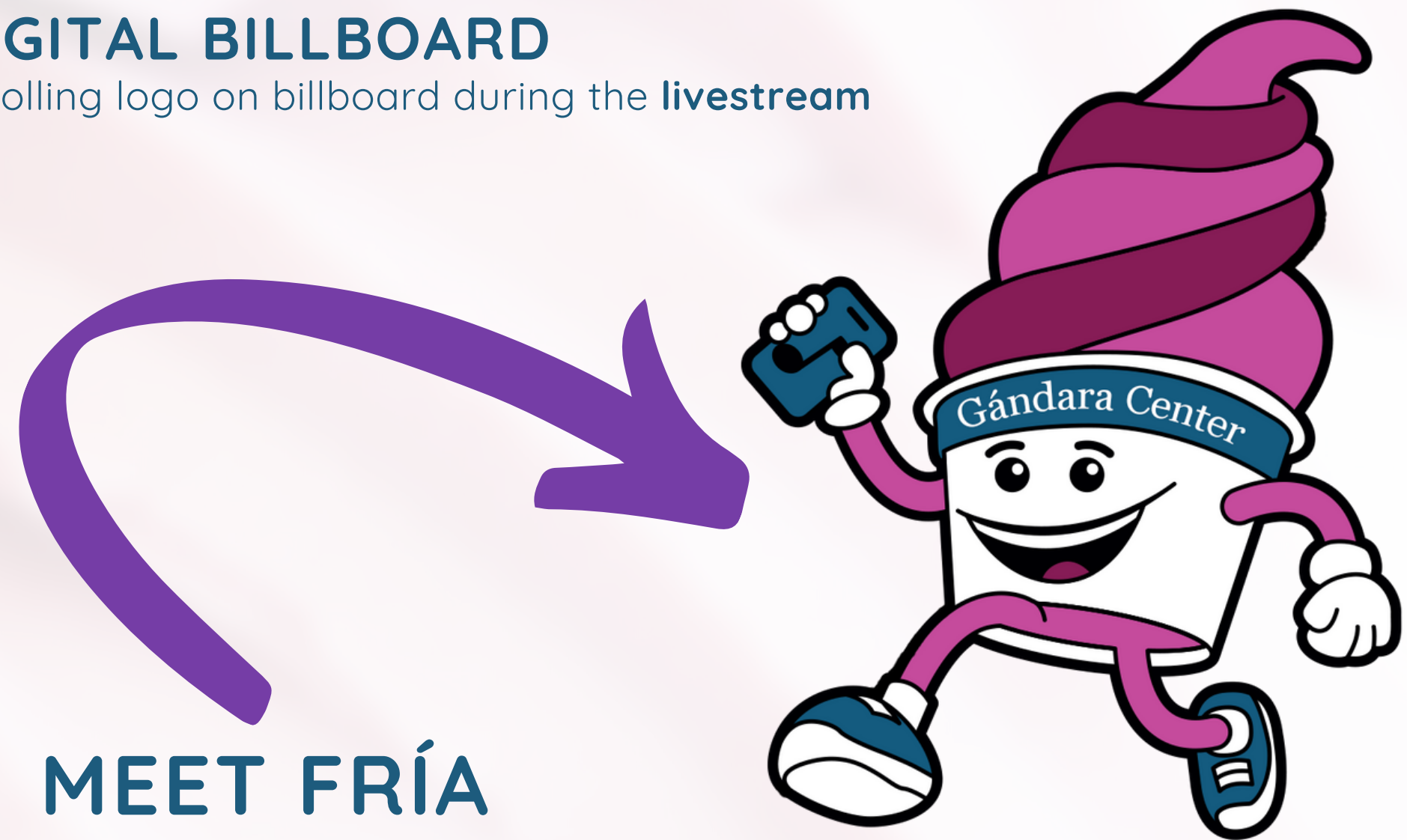
FRIEND OF FRÍA

RECOGNITION & LOGO USE

Named in the following Frozen Yogurt 5K promotional materials: fliers, posters, website & **listed** on t-shirt

DIGITAL BILLBOARD

Scrolling logo on billboard during the **livestream**



MEET FRÍA OUR FROYO 5K MASCOT!

Jade Rivera-McFarlin | jriveramcfarlin@gandaracenter.org | 413.296.6214

MEDIA SPONSORSHIP



LIVESTREAM EVENT EMCEE

Exclusive Livestream broadcast rights, receives formal introduction from Gándara Center & co-hosts program

NAME RECOGNITION & LOGO USE

Logo **prominently** displayed in all Frozen Yogurt 5K promotional materials: fliers, posters, digital banner, Gándara website & Facebook/Twitter banners, social media tags, logo **prominently** displayed on race t-shirt

SPONSORSHIP MENTION

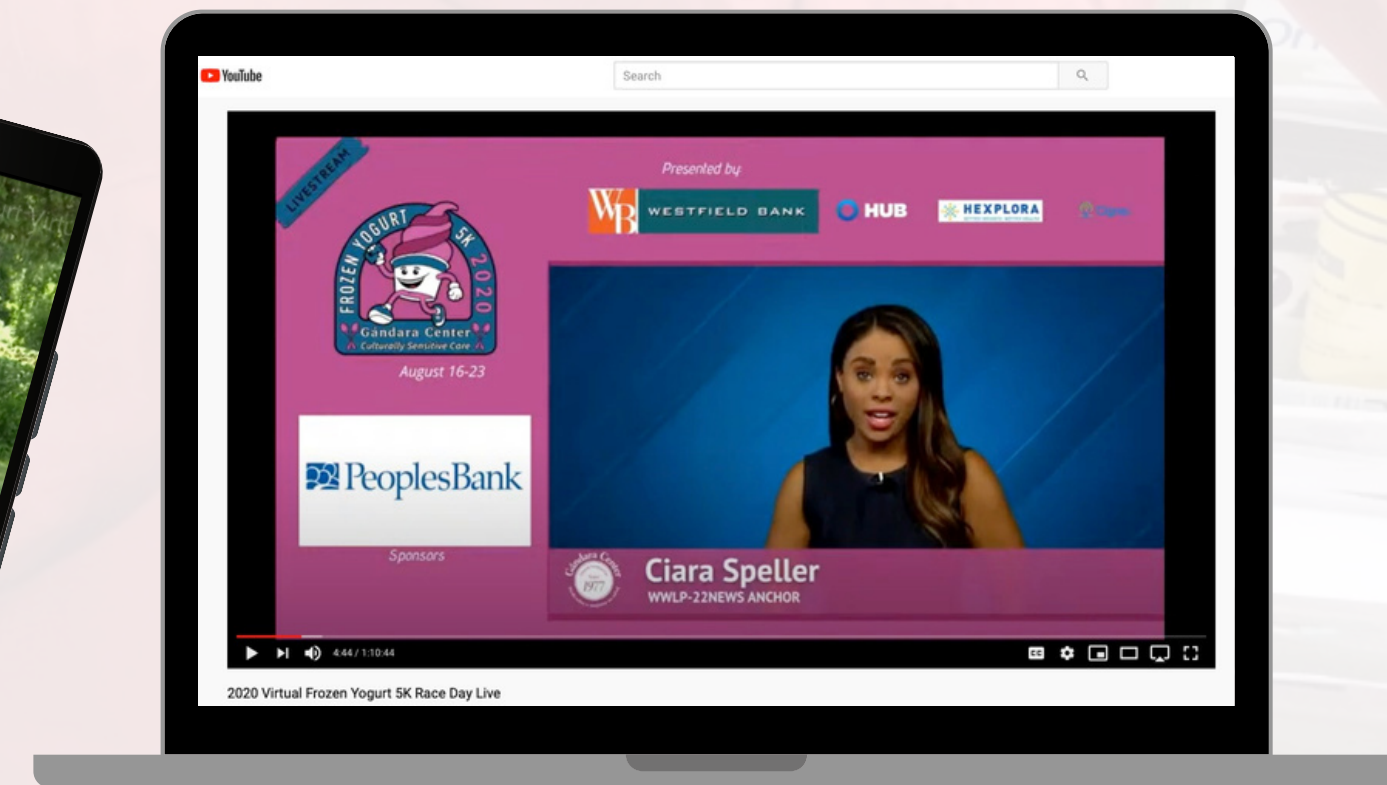
In Gándara Center electronic newsletter (distributed externally to contacts **statewide**)

SOCIAL MEDIA

Sponsor Spotlight post and included in our Sponsor Thank You post

FREE REGISTRATION

For **six** (6) runners



SOCIAL MEDIA



Thank You to our 2020 Sponsors

Presented by: **WB WESTFIELD BANK**

HEXPLORA BETTER INSIGHTS · BETTER HEALTH

HUB

Cigna **PeoplesBank** **yasso** **22 NEWS THE CW**

HISPANIC RESOURCES, INC. **TAYLOR DENTAL** **UNIVERSAL ELECTRIC CO.** **ADVANCED RESTORATION GROUP** **shi** **Compassionate Healthcare** **Ford** **Marcotte**

HANN REALTY, LLC

SPRINGFIELD PUERTO RICAN PARADE WHITTLESEY, PC **NEW VALLEY BANK AND TRUST** **SPRINGFIELD COLLEGE: SOCIAL WORK DIVISION** **SKOLER, ABBOTT, & PRESSER**

ARCHITECTURE LIFE INC. **QUALIFACTS SYSTEMS INC.** **UMASS FIVE COLLEGE CREDIT UNION** **FARBER & LINDLEY, LLC**

ALLIED FLOORING & PAINT **JLW ASSOCIATES, LLC** **GREENOUGH PACKAGING & MAINTENANCE SUPPLIES** **CHECKWRITERS**

COMMUNITY FOUNDATION OF WESTERN MASS **MANSFIELD PAPER** **DERENZY BUSINESS TECHNOLOGIES** **AMADOR FOUNDATION INC.**



HOW TO REACH US

CONTACT DETAILS

OUR OFFICE

147 Norman Street | West Springfield, MA | 01089

PHONE NUMBER

413.296.6214

EMAIL ADDRESS

jriveramcfarlin@gandaracenter.org

RACE REGISTRATION LINK

<https://bit.ly/FroYo5K2021>



PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

- PRESENTING SPONSORSHIP (\$10,000)**

Our Presenting Sponsor will receive publicity and logo visibility as critical program partners in all print and electronic marketing materials, logo prominently displayed on t-shirt, printable race bib, prominent logo placement in all social media and on the digital billboard, as well as REACH (Gándara's agency-wide TV channel). They will be featured in a sponsored highlight video during the livestream show, on our Facebook/Twitter page banners, will receive a verbal acknowledgement with logo by host during event livestream, mentioned on GándaraHQ (intranet site for nearly 1,000 employees), in our agency e-newsletter and Annual Report. This level also includes free registration for ten (10) runners.
- PLATINUM SPONSORSHIP (\$8,000)**

Platinum Sponsors will receive publicity and logo visibility as critical program partners in all print and electronic marketing materials including social media and prominent placement on a digital billboard and on REACH (Gándara's agency-wide TV channel). They will be featured in a sponsored highlight video during the livestream show, our Facebook/Twitter page banners, will receive a verbal acknowledgement with logo by host during event livestream, mentioned on GándaraHQ (intranet site for nearly 1,000 employees), in our agency e-newsletter and Annual Report. This level also includes free registration for six (6) runners.
- GOLD SPONSORSHIP (\$5,000)**

Gold Sponsors will receive publicity and logo visibility in all print and electronic marketing materials including social media and placement on REACH (Gándara's agency-wide TV channel). They will be featured on a sponsored highlight video during the livestream show, our Facebook/Twitter page banners, receive prominent placement on digital billboard, verbal acknowledgement with logo by host during event livestream mentioned on GándaraHQ (intranet site for nearly 1,000 employees), in our agency e-newsletter and Annual Report. This level also includes free registration for four (4) runners.
- SILVER SPONSORSHIP (\$2,500)**

Silver Sponsors will receive publicity and name recognition in all print and electronic marketing materials including social media and placement on REACH (Gándara's agency-wide TV channel). They will be included in the scrolling digital billboard during the livestream, will receive a verbal acknowledgement with logo by host during event livestream, mentioned on GándaraHQ (intranet site for nearly 1,000 employees), in our agency e-newsletter and Annual Report. This level also includes free registration for two (2) runners.
- BRONZE SPONSORSHIP (\$1,500)**

Bronze Sponsors will receive publicity and name recognition in all print and electronic marketing materials including social media and placement on REACH (Gándara's agency-wide TV channel). They will be included in the scrolling digital billboard during the livestream, mentioned on GándaraHQ (intranet site for nearly 1,000 employees), in our agency e-newsletter and Annual Report.

PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

- ☐ **FRIEND OF FRÍA (\$750)**
Friends of Fría (our Frozen Yogurt Mascot) will be named in the following Frozen Yogurt 5K promotional materials: fliers, posters, website & listed on t-shirt and their logo will scroll on the digital billboard during our race day celebration livestream.
- ☐ **DIGITAL BILLBOARD (\$250)**
With this selection, your business will receive logo on a scrolling billboard during race day celebration livestream.
- ☐ **MEDIA SPONSORSHIP (EMAIL US)**
Bragging rights as our EXCLUSIVE Frozen Yogurt 5K Media Sponser. Your station chooses the livestream event Emcee and receives a formal introduction from Gándara Center. You will receive publicity and logo visibility on all of our promotional materials: fliers, posters, Facebook/Twitter banners, website, social media, plus prominent logo placement on our event t-shirt. Sponsorship also includes exclusive broadcast of livestream, mention on REACH (Gándara's agency-wide TV channel), mentioned on GándaraHQ (intranet site for nearly 1,000 employees), and in our agency e-newsletter and Annual Report. This level also includes free registration for six (6) runners.
- ☐ **IN-KIND DONATION (EMAIL US)**
Want to help us in a different way? With this option you have the choice as to how or what you would like to donate. Some examples include: gift cards, reusable water bottles and raffle prizes. You will receive recognition on our social media accounts/webpage and mentioned on GándaraHQ (intranet site for nearly 1,000 employees), in our agency e-newsletter and Annual Report.

Contact Name: _____ **Phone:** _____ **Email:** _____

Business Name (as it should appear on ALL promotional items): _____

Signature of Authorized Representative: _____ **Date:** _____

**Logo must be received by JUNE 4, 2021 and should be in HIGH RESOLUTION
(Vector Files .EPS preferred, or .PNG, .JPEG, .TIFF files MUST BE at least 300dpi) if not, business name will be listed.**

PLEASE SEND COMPLETED FORM:

VIA MAIL:

Gándara Center
ATTN: Jade Rivera-McFarlin
V.P. of Fund Development and Community Relations
147 Norman Street
West Springfield, MA 01089

EMAIL:

Scan form, Save as .PDF
Send Attachment to:
jriveramcfarlin@gandaracenter.org

PAY ONLINE:

gandaracenter.org/5ksponsorship

INVOICE:

☐ **Paper Invoice**

☐ **Digital Invoice**

FOR OFFICE USE ONLY:

Received By: _____ Date: _____

Notes: _____