

Dad's Matter Too! 5K 5K Race, 1 Mile Dad's Walk, and Kids Fun Run

The inaugural Fatherhood Awareness Day 5K is taking place September 22, 2013 in Waterbury's Library Park! The event focuses on the importance of fathers in our society. It is hosted by the Department of Children and Families Region 5 (Waterbury, Torrington & Danbury) Fatherhood Engagement Leadership Team, (F.E.L.T) the Department of Social Services and the City of Waterbury. The event features a 5K Dad's Dash road race, 1 mile Dad's Walk, and a Kids Fun Run.

In 2008 this event's race committee, in cooperation with the Department of Children and Families, organized "Family Themed" foot race and walk and it was the largest foot race ever held in Waterbury with over 600 entrants! Due to the State of Connecticut's budget shortfalls, funding for the event was cut in 2009 and the event was not run. The Race Committee is working hard to secure enough community support to make sure this new event becomes an annual tradition in Waterbury.

After the race/walk, food and beverages are provided. All participants receive a complimentary t-shirt. There is a variety of family friendly activities that will take place such as face painting, inflatable games and live entertainment.

Now more than ever we need the support of local businesses to help with this community event that focuses on the role and importance of fathers in our society, families, and healthy lifestyles.

RACE COMMITTEE

DCF employees, Marcus Stallworth, Anthony Gay, and Qur-an Webb lead the community minded group of individuals on the race committee. Hosted by the City of Waterbury, the event receives support from the Mayor's Office, Police Department, Parks & Recreation Department, Fire Department and Health Department. This volunteer group dedicates many hours throughout the year.

EVENT COORDINATOR

John Bysiewicz, Director of New Haven Road Race and many of New England's top foot races, coordinates the event. Annually, his company coordinates events with over 30,000 participants that raise nearly \$2,000,000 for various charities.

RACE BENEFITS

Proceeds from this event will be utilized to support and promote positive parenting from fathers who need additional support parenting. The funds will afford fathers the opportunity to engage and interact with their children via movie tickets, sporting events, activity bags which consist of word games, crayons, puzzles, stuffed animals coloring books etc. recreational activities. All contributions are tax deductible.

MEDIA AND PROMOTION

The event will be promoted in local newspapers, public access television and radio stations. It will also receive extensive website attention and race applications will be sent to thousands of runners in the local community.

Sponsored by:



Dads Matter Too! 5K Race, 1 Mile Fathers Walk, and Kids Fun Run



September 22, 2013

8:00 a.m. until

Library Park (Across from 400 Grand)

Sponsorship Information

John Bysiewicz (203) 481-5933

jbsports@snet.net

TITLE SPONSOR (\$7,000)

Benefits Received

On **all exposure opportunities** presenting sponsor gets **largest exposure**.

Prominent logo exposure on start and finish banners.

Prominent exposure on all local media promotional spots.

Category exclusivity.

Logo exposure on race participants' bibs (500), t-shirts (500) and race applications (15,000).

Logo exposure on event web site.

Mention in all event press releases.

Company representative can start event and assist in awards ceremony.

Opportunity to place insert in participant packets (500).

Opportunity to have banners placed at entertainment stage, race expo, and race site.

Sponsorship plugs at race site.

10 complimentary race T-shirts.

PRESENTING SPONSOR (\$2,500)

Benefits Received

Exposure on all local media promotional spots.

Category exclusivity.

Logo exposure on race participants' t-shirts

(500) and race applications (15,000).

Logo exposure on event web site.

Mention in all event press releases.

Opportunity to place insert in participant packets (500).

Opportunity to have banners placed at entertainment stage, race expo, and race site.

Sponsorship plugs at race site.

8 complimentary race T-shirts.



GOLD SPONSOR (\$1,000)

Benefits Received

Logo exposure on race participants' t-shirts (500) and race applications (15,000).

Exposure on event web site.

Mention in all event press releases.

Opportunity to place insert in participant packets (500).

Opportunity to have banners placed at race site.

Sponsorship plugs at race site.

5 complimentary race T-shirts.

SILVER SPONSOR (\$500)

Benefits Received

Exposure on race participants' t-shirts (500) and race applications (15,000).

Exposure on event web site.

Opportunity to place insert in participant packets (500).

Opportunity to have banners placed at race site.

Sponsorship plugs at race site.

2 complimentary race T-shirts.

BRONZE SPONSOR (\$250)

Benefits Received

Exposure on event web site.

Exposure on race applications (15,000).

Opportunity to place insert in participant packets (500).

Sponsorship plugs at race site.

1 complimentary race T-shirt.