

buzzards BAY

COALITION

Corporate Event Sponsorships

The Buzzards Bay Coalition's annual outdoor fundraising events connect participants to our local environment in a fun, active, dynamic, and meaningful way. **Event sponsorship offers the opportunity to support our mission while sharing your brand with thousands of participants, spectators, volunteers, and community members.** Your business will be highlighted and associated with positive environmental and healthy lifestyle messaging.

SWIM
JUNE 24, 2017

24th annual Buzzards Bay Swim

1.2-mile open water swim from New Bedford to Fairhaven, MA with a breakfast beach party featuring awards, kids' activities, and live radio broadcast.

Promotional window:
March-June (4 months)
Swimmers: 250+
Live Audience: 800+
Digital/Print Audience: 10,000+

WATERSHED
RIDE
OCTOBER 1, 2017

11th annual Buzzards Bay Watershed Ride

100-, 75-, and 35-mile cycling routes from Little Compton, RI to Woods Hole, MA fully supported with water stops, lunch, and a finish line party.

Promotional window:
June-Oct. (4 months)
Cyclists: 200+
Live Audience: 600+
Digital/Print Audience: 10,000+

RUN
AUGUST 20, 2017

New Balance Falmouth Road Race

7-mile run with "Team Buzzards Bay" at the world-famous Falmouth Road Race includes training runs, race t-shirt, and post-race BBQ.

Promotional window:
July-August (2 months)
Runners: 20
Live Audience: 20,000+
Digital/Print Audience: 10,000+

GOLF OUTING
& Cocktail Party
October 16, 2017

The Bay Club in Mattapoisett, MA hosts an all-day tournament featuring 18-holes, lunch, putting contest, and cocktail party with prizes and silent auction.

Promotional window:
August-Oct. (3 months)
Golfers: 112
Live Audience: 200+
Digital/Print Audience: 10,000+

24th annual Buzzards Bay Swim 11th annual Buzzards Bay Watershed Ride

LEVELS & BENEFITS	In Kind Donor	Bronze \$1,500	Silver \$3,000	Gold \$5,000	Title \$15,000
Recognition on Sponsor Page of event website	Listing & Link	Bronze Logo	Silver Logo	Gold Logo	Title Logo
Recognition on “thank you” signage at event	Listing	Bronze Logo	Silver Logo	Gold Logo	Title Logo
Recognition as an Event Sponsor in Coalition’s Annual Report mailed to 5,000 households	✓	✓	✓	✓	✓
Recognition in regular emails to event participants	✓	✓	✓	✓	✓
Opportunity for banner and/or booth at the start or finish line		✓	✓	✓	✓
Recognition on event t-shirt		Bronze Logo	Silver Logo	Gold Logo	Title Logo
Announcer recognition at start and finish lines		✓	✓	✓	✓
Company logo on promotional flyer for event			✓	✓	✓
Recognition in event press release			✓	✓	✓
One (1) sponsored social media post featuring your company leading up to event			✓	✓	✓
Profile of your company in blog post about event				✓	✓
Recognition in the <i>Bay Buzz</i> email newsletter to 10,000+ audience				✓	✓
Two (2) sponsored social media posts per month					✓
Title-level company logo included on all communications and apparel					✓
Company name to follow event title in all communications (e.g. Buzzards Bay Swim presented by ACME Widgets)					✓
Complimentary event registrations (number per event)		2	4	6	10
Complimentary event t-shirts (number per event)		2	4	6	10
Invitation to a major donor appreciation event (number of guests)		2	4	6	10

New Balance Falmouth Road Race “Team Buzzards Bay”

LEVELS & BENEFITS	Team \$500	Bronze \$1,500	Silver \$3,000
Recognition as an Event Sponsor in Coalition’s Annual Report mailed to 5,000 households	✓	✓	✓
Recognition on Coalition’s Falmouth Road Race fundraising website and thank you poster at after party	Listing	Logo	Logo
Recognition on Team Buzzards Bay race t-shirt	Listing	Logo	Logo
Recognition in regular emails to event participants	✓	✓	✓
One (1) sponsored social media post featuring your company leading up to event		✓	✓
Invitation to post-race after party (number of guests)	2	4	6
Invitation to a major donor appreciation event (number of guests)		2	4

Golf Outing & Cocktail Party

LEVELS & BENEFITS	In Kind Donor	Tee or Hole Sponsor \$350	Bronze \$1,500	Silver \$3,000	Gold \$5,000
Recognition on event website	Listing & Link	Listing & Link	Logo & Link	Logo & Link	Logo & Link
Recognition on “thank you” signage at event and in tournament program	Listing	Listing	Logo	Logo	Logo
Signage at tee or hole on course		1	1	2	2
Recognition as an event sponsor in Coalition’s Annual Report mailed to 5,000 households	✓	✓	✓	✓	✓
Prominent signage/banner at event and live thank you announcement to open reception			✓	✓	✓
One (1) sponsored social media post featuring your company leading up to event				✓	✓
Opportunity to include promotional item for golfers				✓	✓
Signage at Hole-in-One Contest tee and live announcement during contest					✓
Foursome, with carts, lunch, reception with open bar and light fare (\$1,000 value each)				1	2
Added reception tickets (\$35 value each)		2	4	6	10
Invitation to a major donor appreciation event (number of guests)			2	4	6



To learn more about sponsoring a Buzzards Bay Coalition event, contact Deborah Hood, Event Manager, at (508) 999-6363 x207 or hood@savebuzzardsbay.org