



# THREE WAYS TO SAVE BUZZARDS BAY

buzzards  
**BAY**  
COALITION

BUZZARDS BAY  
**SWIM**

**RUN**  
FALMOUTH

WATERSHED  
**RIDE**

**SPONSORSHIP 2021**

# buzzards BAY

COALITION



## 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 or personal support will be highlighted and associated with positive comments and environmental and healthy lifestyle messaging.

### BUZZARDS BAY SWIM JUNE 26, 2021

#### 28TH ANNUAL BUZZARDS BAY SWIM

1.2-mile open water swim from New Bedford to Fairhaven, MA featuring awards and announcements

**Promotional window:**  
March-June (4 months)  
**Attendees:** 100+  
**Digital/Print Audience:** 15,000+

### RUN FALMOUTH AUGUST 15, 2021

#### 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 meet up

**Promotional window:**  
July-August (2 months)  
**Runners:** 30  
**Digital/Print Audience:** 15,000+

### WATERSHED RIDE OCTOBER 3, 2021

#### 15TH 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:** 300+  
**Live Audience:** Unlimited  
**Digital/Print Audience:** 15,000+



#### CREATE A COMPANY TEAM!

- Provide a unique, health-focused team-building opportunity.
- Make a public statement of your environmental awareness and dedication to our community.
- Build employee, client, and customer loyalty by supporting community, health, and the environment.





**1 CHOOSE YOUR EVENT**  
or sponsor multiple events for even more exposure

 **SWIM**

 **RUN**

 **RIDE**

**2 CHOOSE YOUR LEVEL**

 <b>Bronze</b> <b>\$1,000</b>	 <b>Silver</b> <b>\$2,500</b>	 <b>Gold</b> <b>\$5,000</b>	 <b>Title</b> <b>\$15,000</b>
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<b>LEVELS &amp; BENEFITS</b>				
Recognition on all pages (including sponsor page) of event website	small logo	medium logo	large logo	title logo
Recognition on “thank you” signage at event	small logo	medium logo	large logo	title logo
Recognition as an Event Sponsor in Coalition’s Annual Report, mailed to 8,000 households	✓	✓	✓	✓
Recognition in regular emails to event participants	✓	✓	✓	✓
Recognition on event t-shirt	small logo	medium logo	large logo	title logo
Complimentary event registrations and t-shirts (RUN = t-shirt only)	2	4	6	10
Opportunity for banner and/or booth and announcer recognition at the start and finish line (SWIM and RIDE only)	✓	✓	✓	✓
Company logo on event promotional flyer and recognition in event press release		✓	✓	✓
One (1) sponsored social media post featuring your company leading up to 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)				✓

Benefits include recognition on event website and listing in Coalition’s Annual Report, mailed to 8,000 households	 <b>\$500 Partner Level</b>
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**buzzards**  
**BAY**  
**COALITION**

## SPONSOR REPLY FORM

**YES! We want to support a clean and healthy Buzzards Bay.**

Name / Business Name

Phone

Mailing Address

Contact Name

City

State

Zip

Email

Please indicate the sponsorship(s) by placing a checkmark in the corresponding box or boxes.

**Bronze**  
**\$1,000**

**Silver**  
**\$2,500**

**Gold**  
**\$5,000**

**Title**  
**\$15,000**

### SWIM RUN RIDE SPONSORSHIPS

28TH ANNUAL BUZZARDS BAY SWIM – JUNE 26, 2021

NEW BALANCE FALMOUTH ROAD RACE  
“TEAM BUZZARDS BAY” – AUGUST 15, 2021 (TENTATIVE)

15TH ANNUAL WATERSHED RIDE – OCTOBER 3, 2021

**TOTAL SPONSORSHIP OPTIONS SELECTED:**

\$

**ADDITIONAL AMOUNT:**

\$

Card Number

Expiration Date

Name on Card (print)

Signature

☐ Check ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Return this form with your credit card information or check payable to Buzzards Bay Coalition, 114 Front St. New Bedford, MA 02740 or give online at [www.savebuzzardsbay.org](http://www.savebuzzardsbay.org).

For more information or to discuss ways to maximize the value of your sponsorship, contact Jennifer Downing at 508.999.6363 x202 or [downing@savebuzzardsbay.org](mailto:downing@savebuzzardsbay.org).