

Together, we
can prevent
child abuse.

2022 SPONSORSHIP



Steps to End Abuse
Virtual 5K



cacfingerlakes.org



Take Steps to End Abuse this September



cacfingerlakes.org

Steps to End Abuse Virtual 5K

The Steps to End Abuse Virtual 5K is a way for survivors, caregivers, friends and family to come together to show their support of child abuse survivors and child abuse prevention efforts.

Child Advocacy Center of the Finger Lakes

As we navigated through the uncertainties of the pandemic, the CACFL continued to provide FREE services, support, and healing to hundreds of abused children and their families in a COVID-safe environment.

Funds raised through our virtual 5K will help provide:

- Family advocacy
- Forensic interviews
- Mental health support for survivors & their families
- Access to medical care
- Comfort-care items (stuffed animals, weighted blankets, etc.)
- Financial assistance for summer camps, dance lessons, karate lessons, art classes and more for survivors
- Free child abuse prevention education to schools, camps and other community members

In 2020, New York state saw a significant rise in child deaths and severe cases of physical abuse.

The demand for services, training and assistance continues to grow.

We need your help, now more than ever.

Here's your chance to make a difference.



**Steps to End Abuse
Virtual 5K**



**Sept. 16-18, 2022
Virtual 5K**

Sponsorship Levels

PRESENTING SPONSOR: \$2,500

- Large logo (printed in 1 color) on the back of the race T-shirts
- Opportunity to be a matching gift sponsor (see information sheet)
- Top billing of logo on CACFL 5K marketing materials
- Top billing of logo on CACFL website event page & fundraising website with link to your company's website
- Recognition on CACFL Facebook, Instagram, Twitter, LinkedIn & race emails
- Opportunity for placement of promotional materials (coupons, flyer, etc.) in race packets
- Logo printed on materials and signage at pre-5K events
- Opportunity to record a message to be posted on social media and the event website

PLATINUM SPONSOR: \$1,000

- Logo (printed in 1 color) on the back of the race T-shirts
- Logo on CACFL 5K marketing materials
- Logo on CACFL website event page & fundraising website with link to your company's site
- Logo printed on materials and signage at pre-5K events
- Recognition on CACFL Facebook, Instagram, Twitter, LinkedIn & race emails
- Opportunity for placement of promotional materials (coupons, flyer, etc.) in race packets
- Opportunity to be a matching gift sponsor (see information sheet)

GOLD SPONSOR: \$750

- Company name (printed in 1 color) on back of race T-shirt
- Company name on CACFL 5K marketing materials, including signage at pre-5K events
- Recognition on CACFL website event page and social media outlets
- Company name & information in race packets
- Company name on CACFL website with link to your company's website
- Company name in all 5K communications

SILVER SPONSOR: \$500

- Company name on CACFL website
- Recognition on marketing materials
- Company name (printed in 1 color) on back of race T-shirt
- Company name included in all 5K communications
- Company name in event social media posts (Instagram, Facebook, Twitter & LinkedIn)

BRONZE SPONSOR: \$300

- Company name (printed in 1 color) on back of race T-shirt
- Company name on CACFL website

T-SHIRT SPONSOR: \$200

- Company name (printed in one color) on back of T-shirts

Matching Gift Sponsorship

Available at Presenting and Platinum sponsor levels

Companies at the Presenting and Platinum sponsor levels have the opportunity to serve as Matching Gift sponsors as well.

As a Matching Gift sponsor, companies will:

Commit to matching donations up to a specific amount on a specific date. This is in addition to the sponsorship amount.

For instance, Company X pledges to match all donations on Aug. 17 up to \$2,500. The match begins at 7 a.m. on Aug. 17 and continues until 11:59 p.m. or once the \$2,500 threshold has been reached, whichever comes first.

As the Matching Gift sponsor, the company will receive:

- All benefits of their Presenting or Platinum sponsor levels AND
- Recognition on the CACFL website event page as a Matching Gift sponsor
- Logo and recognition in all emails related to the Matching Gift day
- Recognition on CACFL Facebook, Instagram, Twitter and LinkedIn in promotion of the Matching Gift day
- Recognition in media releases and CACFL social media accounts at the conclusion of the Steps to End Abuse Virtual 5K as a Matching Gift sponsor



To become a sponsor, email director@cacfingerlakes.org or call (585) 394-2573.



**Steps to End Abuse
Virtual 5K**



Child Advocacy Center
of the Florida Lakes

Thank you!