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Mary V. Seidner
DIRECTOR

May, 2018

Dear Friend of LYSB,

I am pleased to offer you an exciting opportunity to sponsor the LYSB Midsummer Run on July 28, 2018 in historic Old Lyme.

The race is held on the morning of the renowned Old Lyme Midsummer Festival, kicking off a weekend of cultural, artistic and community events at multiple sites throughout Old Lyme's Historic District. Attendance at the Festival tops more than 7,000 visitors from across Connecticut and beyond.

The LYSB Midsummer Run features a fast and flat 5K road race, a 5K walk, and a Kids K through the village of Old Lyme, attracting more than 300 runners and their families. Proceeds from the run will benefit the LYSB Timothy P. Buckley Memorial Fund, supporting programs to address mental wellness and addiction.

One in five Americans lives with a mental health condition. One in seven Americans will experience a substance use disorder. Addiction and accidental overdose are now the leading killer of people under 50 years of age. With your support, we can continue to provide quality programming to support our youth and ensure healthy outcomes.

Recent highlights of LYSB programs include: 420 hours of free or reduced cost mental health counseling for our youth, 280 hours of after-school programming, 800 hours of community services performed by our Youth Advisory Council, 500 pounds of safely disposed medication through our Drug Take Back events and a 50% drop in youth alcohol use in the past five years.

Thank you for considering one of the valuable attached sponsorship opportunities and I look forward to hearing from you.

Sincerely,

Mary

Mary V. Seidner
Director

LYSB Midsummer Run - Sponsorship Opportunities

Saturday, July 28, 2018

\$3500 -SPIRIT – Exclusive for: *Simpson Healthcare Executives*

- Name in Old Lyme Midsummer Festival brochure distributed to 70,000 households in SE CT
- Opportunity to speak at the opening of race
- 10 complimentary race entries
- **Plus all items in the STRENGTH level**

\$1000 - STRENGTH

- Up to 3 Marketing materials in race packet bags, to be provided by sponsor
- Featured signage* and acknowledgement on race day
- 6 complimentary race entries
- **Plus all items in the DETERMINATION level**

\$500 - DETERMINATION

- Informational table at event
- 2 Marketing materials in race packet bags, to be provided by sponsor
- 4 complimentary race entries
- PA announcements mentioning sponsor during and after the race
- **Plus all items in the COURAGE level**

\$250 - COURAGE

- Logo on all marketing materials, including LYSB website with clickable link, social media, and promotional materials
- Logo on race tshirt
- 1 Marketing material in race packet bags, to be provided by sponsor
- 2 complimentary race entries

\$100 SUPPORT

- Name listed on LYSB website and Facebook page
- Name listed on race tshirt
- Mention on social media

*signage supplied by sponsor

To receive the full benefits of sponsorship such as logos on printed materials and t-shirt, we suggest your contribution be arranged before June 15th, 2018. We at LYSB look forward to working with you!



Tim Buckley was a loving young man with a big heart. He had an incredible mind, a quick wit, an infectious laugh and a beautiful smile. Tim struggled with anxiety, depression and substance abuse.

The brain disorder of substance abuse claimed Tim's life, yet it did not define him as an individual. Tim's gifts and talents were many and his beautiful life, while short, touched so many from coast to coast.

For more information or to secure your sponsorship please contact Mary Seidner at LYSB.

**860-434-7208
mseidner@lysb.org**

**Lymes' Youth Service
Bureau
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