



PO Box 589, 59 Lyme Street • Old Lyme, CT 06371 • t. 860.434.7208 • f. 860.434-1580 • www.lysb.org

April, 2019

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Dear Friend,

I am pleased to offer your organization an exciting opportunity to sponsor the LYSB Midsummer Run on July 27, 2019 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 benefit programs for children of all ages.

EMPATHY • UNDERSTANDING • KINDNESS • COMPASSION • ACCEPTANCE

These words represent some of the many qualities LYSB strives to instill through its services and programs. Our sponsors recognize the importance in investing in today's youth, and together we can make the future even brighter for our kids, allowing us to reach additional young people with our important mental health and drug and alcohol prevention programs.

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, 550 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,

Cyndi

Cyndi Miller Aird
Chairman

LYSB Midsummer Run - Sponsorship Opportunities

Saturday, July 27, 2019



\$3500 - SPIRIT

- 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

LYSB offers programs in the areas of:

- *After School Programs*
- *Drug & Alcohol Prevention*
- *Mental Health*
- *Early Childhood*
- *Juvenile Justice*
- *Mentoring*
- *Social Services*

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. We at LYSB look forward to working with you!

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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