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Mary V. Seidner
EXECUTIVE DIRECTOR

March, 2026

Dear Friends,

I am pleased to invite your organization to sponsor the **2026 LYSB Midsummer 5K Run** on Saturday, July 25, 2026, in historic Old Lyme.

The race kicks off the celebrated Old Lyme Midsummer Festival — a weekend of art, music, and community events throughout the Historic District that draws more than 7,000 visitors from across Connecticut and beyond. As a sponsor, your organization will gain meaningful visibility while demonstrating a strong commitment to local youth and families.

The LYSB Midsummer Run includes a fast, flat 5K road race, a 5K walk, and a Kids K through the scenic village center. Hundreds of runners and families participate each year, with proceeds directly supporting LYSB programs that serve youth and families of all ages.

At LYSB, we are dedicated to fostering:

EMPATHY • UNDERTANDING • KINDNESS • COMPASSION • ACCEPTANCE

With community support, we continue expanding access to critical mental health and prevention services. Recent program highlights include:

- 420 hours of free or reduced-cost mental health counseling
- 280 hours of after-school programming
- 800 hours of community service completed by our Youth Advisory Council
- 1,000 lbs. of safely disposed medication through Drug Take Back events
- A 50% reduction in youth alcohol use over the past ten years

Your sponsorship is an investment in the health, resilience, and future of our community's young people. Thank you for considering one of the attached sponsorship opportunities and I look forward to hearing from you.

Sincerely,

Mary Seidner
Executive Director
mseidner@lysb.org



LYSB Midsummer Run - Sponsorship Opportunities

Saturday, July 25, 2026

\$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 in 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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