

Beat the Bay State Challenge

WALK/RUN WITH US:

Last year, the COVID-19 pandemic highlighted the vital importance of our work and its impact on the physical and mental well-being of people everywhere. Together with our partners we have successfully advocated for the repurposing of street space in Massachusetts so people can safely walk, run, and roll. Help us continue this important work, by becoming a sponsor of the 2021 Beat the Bay State Challenge.

Starting November 1st, we're challenging you to compete in the [Beat the Bay State Challenge](#)! Log miles on foot to virtually trace the perimeter of Massachusetts in 30 days. Your participation will support WalkBoston's work to advocate for wider sidewalks, support main street businesses and make streets safer for all!

Combine efforts with a group of friends, co-workers, or family to cover the distance (900 miles) by walking or running. Your combined miles will add up through the challenge platform and move you along a virtual route that traces the outline of the Commonwealth of Massachusetts.

For 2021, we've added an in-person component to our month-long challenge as well! Run or walk a 5K with us along the Charles River on November 6th. This off-street 5K route starts at MassDCR's Watertown Riverfront Park and will loop you along both sides of the Charles River on the multi-use paths between the bridges at N. Beacon Street & Watertown Square.

Please submit this form by **October 1, 2021** to receive full advantage of your benefits. For more info on Beat the Bay State go to: walkboston.org/get-involved/baystate/

Sponsorship Options:

PLEASE CHECK ONE

\$15,000 Title Sponsor

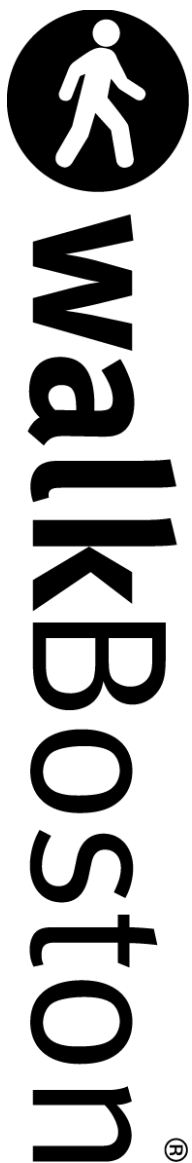
- Listing on website as Title Sponsor
- Event press coverage
- Logo and recognition as Title Sponsor in printed newsletter (bi-annual)
- Social media acknowledgement as Title Sponsor
- Acknowledgement and logo in event communications, including weekly updates to all participants during the 4 weeks of the event
- Recurring series of challenge progress badges with company name and logo
- Event 5K Title Sponsor signage
- Title Sponsor announcement and thanks at start of race
- Title sponsor logo on race T-Shirt
- Option for branded event banner at race start and registration
- Logo watermark on event photography
- Team of up to 50 individual participants for Virtual Challenge (\$1000 value)
- All benefits of lower level sponsorships

\$7,500 Gold Sponsor

- Logo and link on website and registration site
- Logo on event flyer and graphic
- Five unique challenge progress badges with company name and logo

MAKING MASSACHUSETTS MORE WALKABLE

walkboston.org | 617.367.9255 | info@walkboston.org | facebook.com/walkboston | twitter.com/walkboston



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Sponsorship Options Continued:

- Event 5K signage
- Sponsor announcement and thanks at start of race
- Option to add signage at mile markers and water stop
- Option to provide branded swag/giveaways to event participants
- Gold logo sponsor logo on race T-shirt
- Team of up to 25 individual participants for Virtual Challenge (\$500 value)
- All benefits of lower level sponsorships

\$3,000 Silver Sponsor

- Acknowledgement and logo in event communications
- Three unique challenge progress badges with company name and logo
- Team of up to 15 individual participants for Virtual Challenge (\$300 value)
- All benefits of lower level sponsorships

\$1,000 Bronze Sponsor

- Listing on website and registration site
- Social media acknowledgement
- Acknowledgement as a “sponsor of the week”
- One unique challenge progress badge with company name and logo
- Logo on race T-shirt
- Team of up to 10 individual participants for Virtual Challenge (\$200 value)

**Sponsorship benefits that include event registration are for the Virtual Challenge and not the in-person 5K.*

Want to help but not interested in personally covering 900 miles?

You're in luck! You can donate your entries to local youth organizations. WalkBoston is in contact with many local groups, including Boys and Girls Clubs and Age-Friendly Walking Clubs, who would be happy to run/walk in your place!

Donate my entries to a local team!

Organization _____

Contact Person _____

Address _____

Phone _____

Email _____

Scan/email the form to Althea Wong-Achorn awong-achorn@walkboston.org or mail to WalkBoston
c/o Executive Director Stacey Beuttell, 405 Waltham Street, Suite 309, Lexington, MA 02420

Thank you!

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