



walk
massachusetts

corp support 2025

MISSION:

WalkMassachusetts makes walking safer and easier in Massachusetts to encourage better health, a cleaner environment, and vibrant communities.

BENEFITS: run for 365 days and include benefits of lower levels. **Please check one**

EVENTS: Spring Annual Celebration (\$30 entry)

Fall Beat the Bay State (BTBS) (\$25 entry), “walk now/pay later” sponsors receive a unique BTBS team code and are invoiced for participants over allotted number

COMMUNICATIONS: WalkMassachusetts website, Annual Celebration printed program, bi-weekly e-news, bi-annual digital newsletter, weekly BTBS emails, social media posts

\$6,500 racewalker

- full-page ad in annual program
- logo in digital newsletter (bi-annual)
- event entry for 25 employees (\$1,250 value)
- recognition in event kickoff communications

\$3,500 strider

- half-page ad in annual program
- logo and link on website + registration site
- logo in e-news (bi-weekly)
- event entry for 15 participants (\$950 value)
- private “lunch + learn”

\$2,000 stroller

- quarter-page ad in annual program
- link on website + registration site
- listing displayed at events
- listing in e-news (bi-weekly)
- event entry for 10 participants (\$550 value)
- social media thank you post
- BTBS sponsor of the week email or post
- BTBS progress badges with name/logo

\$750 ambler

- listing in annual program
- listing on website
- listing in digital newsletter (bi-annual)
- event entry for 3 participants (\$150 value)

Thank you! for your commitment to walkability in communities across Massachusetts and for supporting our mission and work.

Organization _____

Contact person _____

Address _____

Phone _____

Fax _____

Email _____

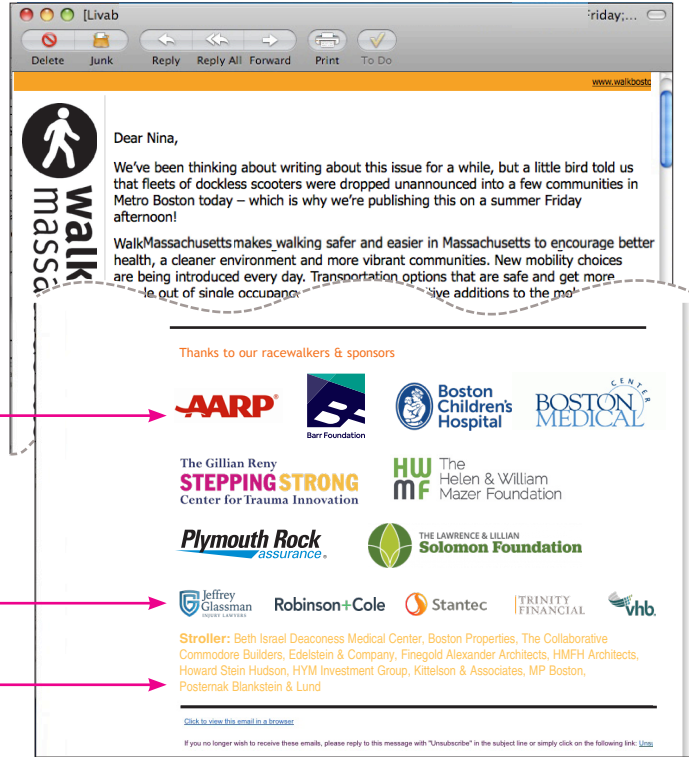
Scan/email completed form to: fundraising@walkmass.org, or mail to WalkMassachusetts
Submit hi res, color + BW, vector artwork/logos electronically to: fundraising@walkmass.org
by March 25 for Annual Celebration promotion | Oct 31 for Beat the Bay State promotion



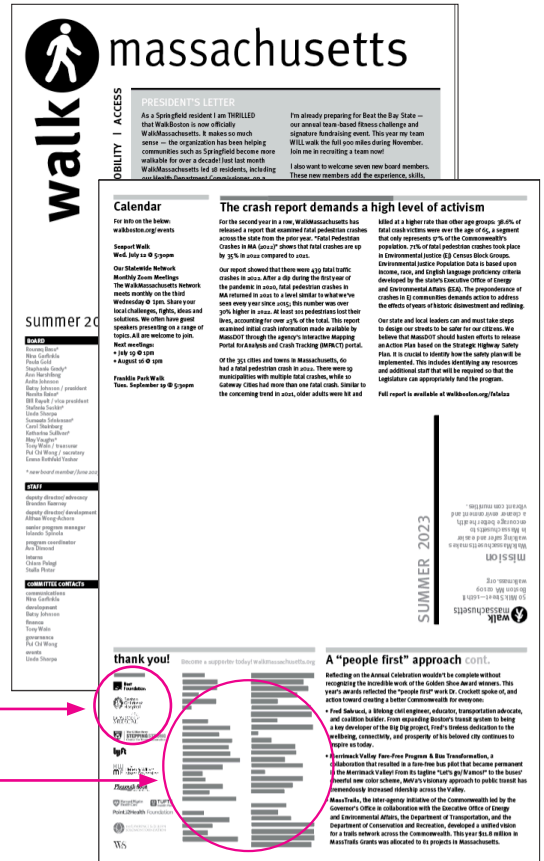
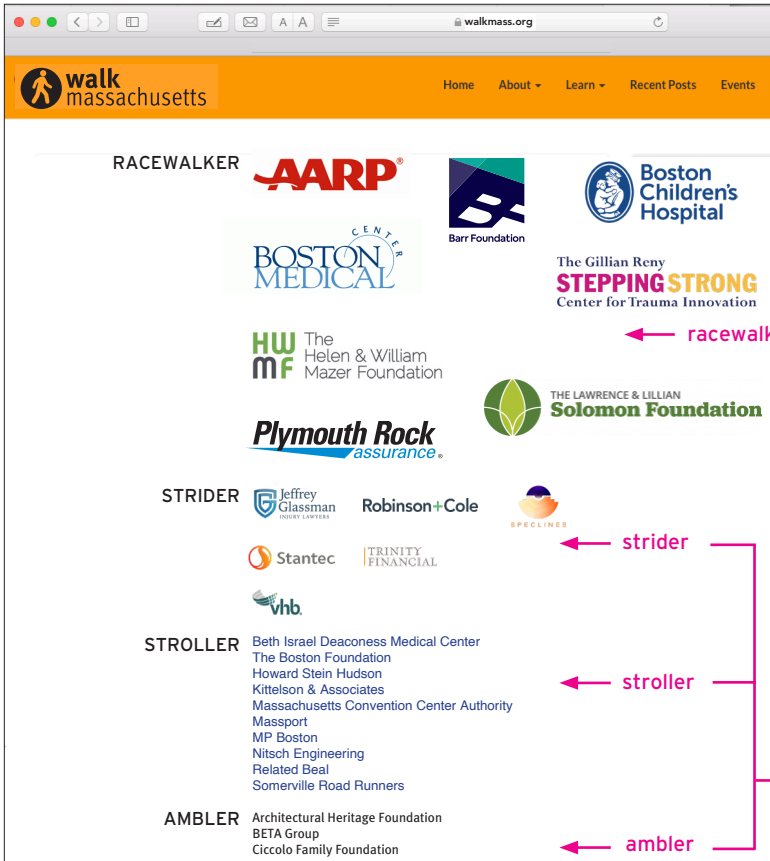
visibility

@walkmass

- 2.7k followers
- 918 followers
- 642 followers
- 1281 followers



E-news [2x's per month] — 6,800 subscribers



walkmass.org

Digital Newsletter [2x's per year] — reaches 5,600



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massachusetts

your impact



Codman Square: After a student was hit crossing the street, WalkBoston conducted a walk audit with Codman Academy students and teachers. The students presented the findings to the Boston Transportation Department and the city installed the safety improvements shown above.

our work by the numbers...

137 municipalities

helped by WalkMassachusetts including 110 walk audits

\$17.5 billion worth of projects

reviewed for walkability on 41 real estate projects

28,243 older adults

impacted by our age-friendly walking improvements

36 speaker presentations

at our monthly WalkMassachusetts Network

21,600 children

benefited from our 54 school walk audits

89 walking maps

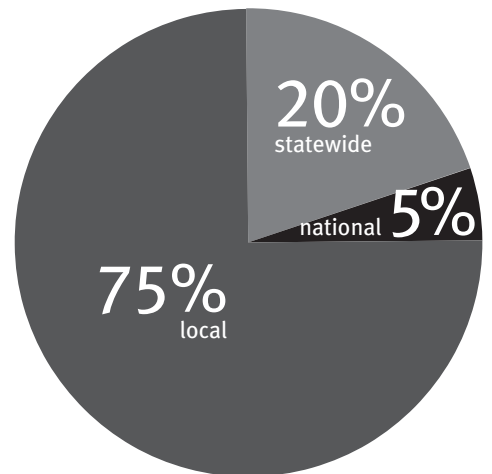
prepared with municipalities and partners

199 golden shoes

awarded to walking advocates

and 100s of things to fix

Your donation dollars give us the flexible funds to create programs responding to immediate needs



...and by location