



***On Sunday,  
October 3, 2021  
the Lucy Robbins  
Welles Library  
will be holding its  
24th annual 5K  
road race fund  
raiser.***

***The race draws  
nearly 400 local  
runners as well  
as their  
families and vol-  
unteers of all ages to Newing-  
ton's Mill Pond Park waterfall  
area for a morning of friendly  
competition,  
fellowship, awards and prizes.***

***This brochure outlines race  
sponsorship opportunities that  
are available.***

***Become a 2021 race sponsor,  
connect with your community  
and help support the library!***

***Contact Neil Ryan at  
860-667-8376 or Anna Eddy at  
860-666-6046 for more  
information.***

The Lucy Robbins Welles Library is a well-regarded, well-respected 82-year old institution with a timeless purpose.

It offers a service that empowers people – young and old – to learn, imagine and succeed. It is a vibrant community resource, free to enter and free to all who want to borrow its resources, use its meeting space and participate in programs – from toddlers to college students to senior citizens and literally everyone else in the community.

The Trustees that oversee the non-profit corporation which helps to maintain the Library's buildings and grounds has no steady stream of funding.

It relies on monetary gifts to the Legacy Society from individuals and businesses in the community plus proceeds from the Library's annual 5K road race.

We hope you will consider this sponsorship opportunity.

*Lucy Robbins Welles*  
**LIBRARY**

100 Garfield Street, Newington, Connecticut 06111  
Voice: 860-665-8700 Fax: 860-666-0034  
<http://www.newingtonct.gov/library>

# Ready, Set, Race!

**2021  
Newington Library  
5K Challenge**



**Mark Your  
Calendar**

**October 3, 2021  
9:00 a.m.**

**LUCY ROBBINS WELLES LIBRARY  
Newington, CT  
24th ANNUAL  
5K CHALLENGE road race**

# Sponsorship Levels

Please make checks payable to:

Lucy Robbins Welles Library, Incorporated

## **Platinum Sponsorship: \$3,000**

A platinum sponsorship would indicate that the sponsor is the title sponsor for the event and its logo would be **featured on the front** of all **volunteer** and **runner** T-shirts. Further, the platinum sponsor would be recognized on the race registration form, on the Library's website and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **On-site banners (2) at either start/finish line/awards area (sponsor provides) plus exhibition space at event. Eligible for six (6) complimentary race entries.**

## **Presenting Sponsorship: \$2,500**

A presenting sponsorship would indicate that the sponsor is specifically recognized as being the sponsor for the presentation of the awards. The sponsor would also be **prominently recognized on the back** of the T-shirts, the race registration form, on the Library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **On-site banners (2) at ceremony area (sponsor provides) plus exhibition space at event. Eligible for five (5) complimentary race entries.**

## **Finish Line Sponsorships \$1,500 (more than one can apply)**

A finish line sponsorship would indicate that the sponsor is specifically recognized as being the sponsor for the finish line/chutes.

## **Finish Line Sponsorships (continued)**

The sponsor would also be **recognized on the back** of the T-shirts, the race registration form, on the Library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **On-site banner (1) at finish line (sponsor provides) plus exhibition space at event. Eligible for four (4) complimentary race entries.**

## **Hospitality Sponsorships: \$1,000 (more than one can apply)**

A hospitality sponsorship would indicate that the sponsor is specifically recognized as being the sponsor for race hospitality and refreshments. The sponsor would also be **recognized on the back** of the T-shirts, the race registration form, on the Library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **On site banner (1) at refreshment area (sponsor provides) plus exhibition space at event. Eligible for four (4) complimentary race entries.**

## **Mile-Marker Sponsorships: \$750 (three can apply)**

A mile-marker sponsorship would indicate that the sponsor is specifically recognized on one of three mile marker stanchions place at mile 1, 2 or 3 on the race course. The sponsor would also be **recognized on the back** of the T-shirts, the race registration form, on the Library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **Eligible for four (4) complimentary race entries.**

## **Gold Sponsorships: \$500 (more than one can apply)**

A gold sponsor's logo is included **on the back** of the T-shirts, and will receive recognition on our application forms, a listing on the Library's website, and a listing on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **Eligible for three (3) complimentary race entries.**

## **Silver Sponsorships: \$250 (more than one can apply)**

A silver sponsor will receive recognition on our application forms, a listing on the Library's website, and a listing on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **Eligible for two (2) complimentary race entries.**

## **Newington CHEERS Sponsorships: \$150 (more than one can apply)**

A Newington CHEERS Sponsor (Newington Community Helps & Encourages Eager Running Students) will receive recognition on our application forms, a listing on the Library's website, and a listing on the sponsor board that will be on display at the race and for two weeks in the lobby of the Library. **Each sponsor at the CHEER level will provide 4 complimentary entries for Newington students in grades 5 through 8 to encourage Newington youth to run.**