



2008
The Fifth Annual
Mayor Higgins' Hot Chocolate Run
to benefit **Safe Passage**

Sponsorship Opportunities



What is the Hot Chocolate Run?

- A 5K run or 2 mile walk through downtown Northampton on the first Saturday of December
- Everyone receives a mug designed by Florence resident and award winning cartoonist, Hilary Price
- Hundreds of gallons of gourmet hot chocolate are prepared early in the morning by local chefs and delivered by Pedal People and enjoyed by kids and grown-ups alike.
- Nearly 100 volunteers work throughout the year and the day of the event
- Local personalities Bill Dwight and Jennifer Myszkowski emcee from the start/finish
- Live radio broadcast by WHMP radio deejays
- Prizes for top runners



Who benefits?

Safe Passage provides crisis intervention, support, and advocacy services to women and their children who have experienced domestic violence. Every year, Safe Passage receives over 2,500 calls on our hotline. The shelter houses over 40 women and 70 children, and our counseling, advocacy and legal programs serve over 275 women and children.

All funds contributed to the Hot Chocolate Run help Safe Passage provide direct service to families across the region.



Who Participates?

- Over 2,200 runners and walkers of all ages
- Elite runners seeking to better their 5K times
- First-time runners inspired by a great local event
- Local school groups – walkers & runners
- Groups of employees from local businesses
- Families enjoying a stroller-friendly walk with the costumed penguin and polar bear
- Mayor Higgins and, in past years, supportive public officials such as Lt. Governor Tim Murray
- Survivors of domestic violence
- GREAT LOCAL SPONSORS LIKE YOU!



Press

- Local radio stations WHMP and WRSI promote the Hot Chocolate Run during the weeks leading up to the event. The radio stations also broadcast from the event, and Springfield television stations cover the event on the afternoon and evening news. In 2007, a photo and story about the event were featured on the front page of the Daily Hampshire Gazette, and multiple stories appeared in the Springfield Republican. A 30-second PSA aired for a month on CBS3 TV
- The Hot Chocolate Run was voted the #2 charity event in 2006 in the Valley Advocate. Ads, including top sponsor names, run in the Daily Hampshire Gazette, Valley Advocate and Women's Times

2008 **HOT CHOCOLATE RUN** SPONSORSHIP OPPORTUNITIES

Blue Ribbon Sponsor \$5,000

- Banner with your business logo and name on Northampton City Hall (event banner will be up for approximately two weeks prior to the event!)
- Name of business on custom event mug (designed by nationally syndicated cartoonist Hilary Price of Rhymes With Orange, distributed to first ≈2500 participants)
- Full page advertisement in event program (distributed to all participants)
- Mention from podium at event by WRSI/The River deejay
- Acknowledgement of Blue Ribbon sponsors in all broadcast publicity and print media promoting the run
- Logo, business name, and link to your website on Hot Chocolate Run website (www.hotchocolaterun.com)
- Table/tent by business at event (you provide the tent)

Red Ribbon Sponsor \$2,500

- Street pole banner in downtown Northampton with business name and logo (pole banners will be up for the holiday shopping season!)
- Name of business on custom event mug (designed by nationally syndicated cartoonist Hilary Price of Rhymes With Orange, distributed to first ≈2500 participants)
- Full page advertisement in event program (distributed to all participants)
- Mention from podium at event by WRSI/The River deejay
- Acknowledgement of Red Ribbon sponsors in all broadcast publicity and print media promoting the run
- Logo, business name, and link to your website on Hot Chocolate Run website (www.hotchocolaterun.com)



Yellow Ribbon Sponsor \$1,500

- Name of business on custom event mug (designed by nationally syndicated cartoonist Hilary Price of Rhymes With Orange, distributed to first ≈2500 participants)
- Full page advertisement in event program (distributed to all participants)
- Mention from podium at event by WRSI/The River deejay
- Logo, business name, and link to your website on Hot Chocolate Run website (www.hotchocolaterun.com)

Runner-Up Sponsor \$500

- Full page ad in event program

- Business name in event program
- Business name and link to your website on Hot Chocolate Run website

Honorable Mention \$250

- Half page ad in event program
- Business name in event program
- Business name and link to your website on Hot Chocolate Run website

Friends of Safe Passage \$50-\$100

- Name in event program

PROGRAM ADVERTISING

Promote your business with an ad in the Hot Chocolate Run event program, distributed to all participants (approximately 2,400-2,500 participants are expected this year).

For program advertising inquiries, please contact Sarah Smith at sarah@safepass.org or 586-1125.

PRODUCT DONATIONS

We are accepting donations of the following items for the Hot Chocolate Run:

- Prizes for the runners (items, gift certificates)
- Small prizes for the students completing the student challenge
- Printing services and/ or printing costs
- Food and drink for runners: bananas, oranges, water, juice, power bars
- Advertising space



We are happy to provide promotion opportunities to acknowledge donations, as appropriate. Please contact Jen Dieringer at jendieringer@gmail.com.

CORPORATE TEAM CHALLENGE

Challenge another local business, agency, or club to beat your donations, volunteer participation, running and walking teams, or just show up! Visit www.hotchocolaterun.com for details on how to create a team.

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