

Change the way the world views mental health

8TH ANNUAL

FROZEN YOGURT

WALK/RUN

SPONSORSHIP PACKET



5K



AUG. 21, 2022

HYBRID EVENT - VIRTUAL OPTION AVAILABLE



STANLEY PARK, WESTFIELD

WWW.GANDARACENTER.ORG/5K



WHY BECOME A SPONSOR?

HYBRID RACE = GLOBAL REACH IN 2020 & 2021

- The addition of a virtual option and our targeted social media marketing campaigns have drawn participants from Connecticut, New Jersey, New York -- even as far as **Sweden!**

NEW LOCATION, ADDITIONAL EXPOSURE 2022

- This year, our in-person race moved to **Westfield's Stanley Park**. The route is **wheelchair and stroller accessible**, allowing for an **inclusive** race for all individuals to enjoy.
- Stanley Park in Westfield, MA offers **300 acres** 'providing boundless access to both passive and recreational opportunities, from **beautiful gardens, athletic fields, monuments, pavilions, walking and hiking areas** and more'. Your brand will not only reach 5k participants but could catch the eye of weekend parkgoers.

VENDORS, FOOD TRUCKS AND FUN! NEW IN 2022

- We've invited **local artisans, crafters and small businesses** to setup tables under the pavilion in a **dedicated marketplace** near our Kick-Off Stage with a direct view of our Sponsor Banner.
- **Frozen Yogurt + Food Trucks = A Successful Pair!** A win-win collaboration, as food trucks get **more foot traffic**/have a **social media following** and our 5k event attracts **more families**.

Cindy and Shronda joined us in 2020 & 2021 from New Jersey!





OUR MISSION

GÁNDARA CENTER

CULTURALLY SENSITIVE CARE SINCE 1977

We promote the well-being of Hispanics, African-Americans and other culturally diverse populations through innovative, culturally competent behavioral health, prevention and educational services.

With bilingual capacity across all of our programs and a family-centered and community-based approach, we provide culturally competent, innovative care to the state's most vulnerable populations.

Founded in 1977 to advocate and provide for equal services in the Hispanic community, today, Gándara Center serves nearly 15,000 children, adults and families each year in 100 locations across Massachusetts.

Gándara Center
Culturally Sensitive Care

www.gandaracenter.org



Jade Rivera-McFarlin | jriveramcfarlin@gandaracenter.org | 413.296.6214



STORIES OF HOPE



ANGIEBETH L., INDIVIDUAL SERVED

Intensive Care Coordination (ICC)

"I've seen a **major difference in my daughter's behavior** because of **Gándara Center's Children's Behavioral Health ICC program**. It's such a huge relief. I'm so grateful for my care coordinator and her team for **helping us meet our goals**."

Bridging the Gap: A Provider's View

"These are **our most vulnerable families** -- experiencing language and cultural barriers. When you have those kind of needs, and have a case manager come into the home from Gándara Center's ICC program -- who can speak your language, who understands some of your struggles, that trust barrier is eroded. I think **the work that's able to be done is amazing** in those circumstances.

Having healthy emotional, behavioral development and supports is just so critical. **Gándara's ICC Program really allows us to provide services together in a way that hadn't been possible before.**"



DR. GUNN, BRIGHTWOOD HEALTH CENTER

Empowering Families to Advocate for Services

"It's not just about finding the right fit, it is also about making sure you're **doing everything to clear out any miscommunications**. If a family has multiple needs... transportation, communication going out into the community and looking for resources, whatever it is we try help the whole family. **We** are there to **encourage them. We are able to empower the parent** to take care of their kids in general. I've seen parents really grow."

MARTHA BAEZ, ICC CLINICIAN



Latosha Found Her Life's Purpose

"When I was 15, **I was told I would never have kids** of my own and it did something to me for years. But, God had a different plan and **my calling in life was to become a Gándara Foster Parent**."

When you're a foster parent, **you have to have a team and Gándara is** more than a team they are **family**. They make me feel like 'you've got this.' It's a beautiful feeling, it's a comfortable feeling.

For the ones that say 'there was no hope', there is hope! There are so many children and teenagers that need help -- so why not be a blessing to them?"



LATOSHA - GÁNDARA CENTER FOSTER MOM



MEGHAN - FORMER FOSTER CHILD

Meghan's Foster Care Journey

"Gándara Center came into my life in 2010, when I entered the system as a child who needed a foster home. **There was a period of time where I felt that I didn't matter**. So I couldn't say I would even be here if it weren't for the fact that **complete strangers stepped into my life in their supportive roles and helped me see** that I mattered and that I could be everything that I wanted to be.

I graduated from Westfield State University with my Bachelor's in Sociology -- top of my class. I saved and budgeted like my Case Manager taught me and bought a car and a house.

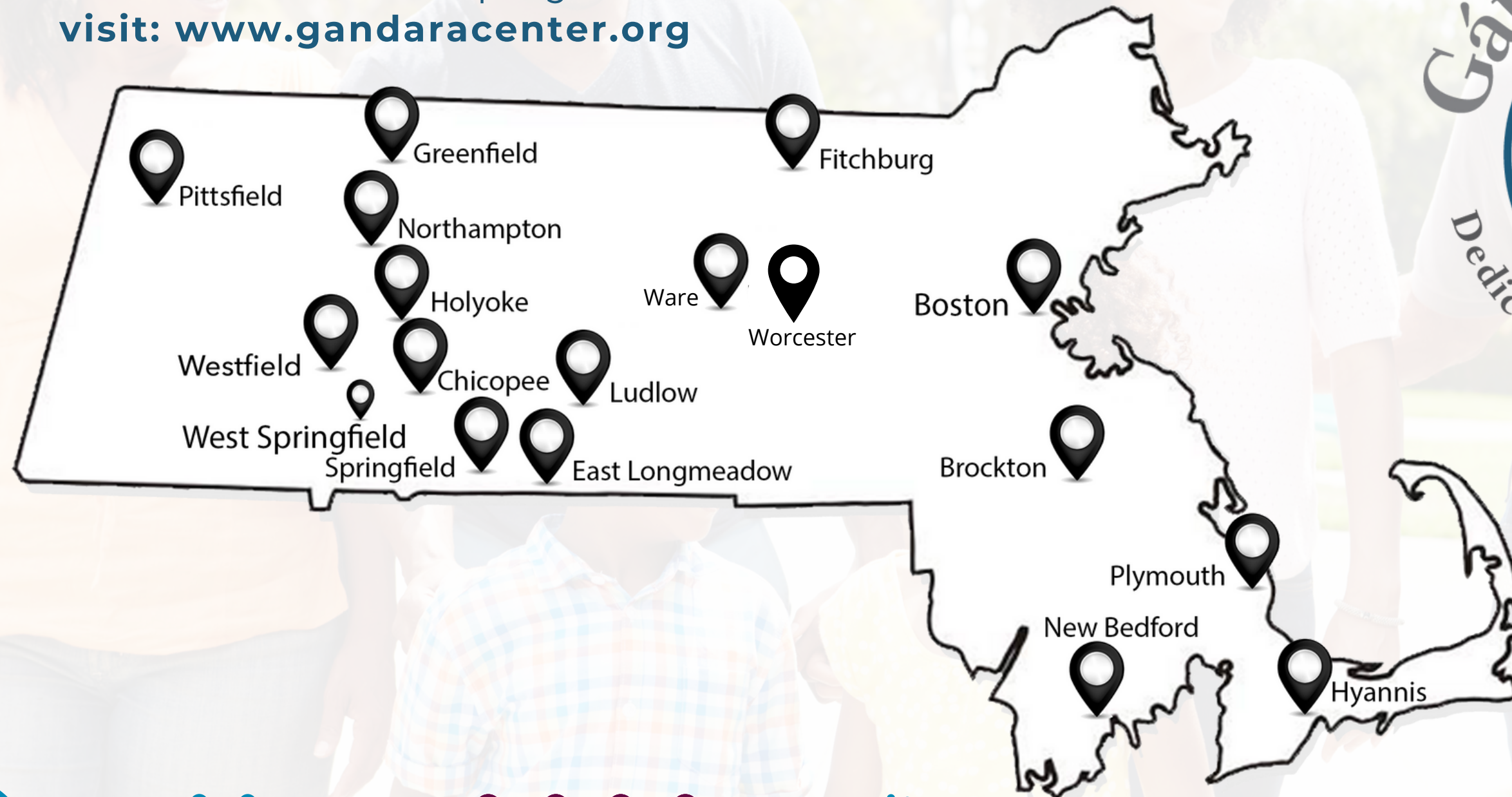
If it weren't for **my Gándara Case Manager and my Gándara Foster Mom**, if someone hadn't taken that step forward to me, I have no idea where I would be today."

Jade Rivera-McFarlin | jriveramcfarlin@gandaracenter.org | 413.296.6214



OUR SERVICES

For more information about our programs and services
visit: www.gandaracenter.org



Counseling



Child + Family



Substance Use/
Recovery



Community
Services



Intellectual +
Developmental
Disability Services





HOW WE HELP

A **partnership** with us means that you can make a **significant impact** providing **care and support** as we combat the stigma associated with mental illness and substance use problems.

With your partnership, we can continue to **help nearly 15,000** underserved children and adults each year by providing services like our Springfield Family Resource Center and Food Pantry -- which gives families **access to fresh food** and produce. Our agency also serves:



individuals & families seeking supportive housing



at-risk youth & children in foster care



young adults pursuing life goals through the Impact Center



homeless youth seeking permanent housing



individuals maintaining their recovery

15,000

estimated number of children, youth and adults served each year in Massachusetts



individuals with developmental + intellectual disabilities



families needing community services at the Springfield Family Resource Center



families facing food insecurities



persons served at our substance use residential programs



youth needing behavioral & therapeutic mentoring services

SPONSORSHIP OPPORTUNITIES



2022 Media Sponsor

2022

Premiere Presenting Sponsorship (1)	\$15,000
Presenting Sponsorship	\$10,000
Platinum Sponsorship	\$8,000
Gold Sponsorship	\$5,000
Silver Sponsorship	\$2,500
Bronze Sponsorship	\$1,500
"Friend of Fría" Sponsorship	\$750
Sideline Cheerleader *NEW*	\$250
Food Truck Fee *NEW*	\$250
Vendor Fee *NEW*	\$150

Thank You to our 2021 Sponsors



Premier Presenting:



Presenting:



Frozen Yogurt:



Media:



Gold:



Silver:



Friend of Fría:



Bronze:

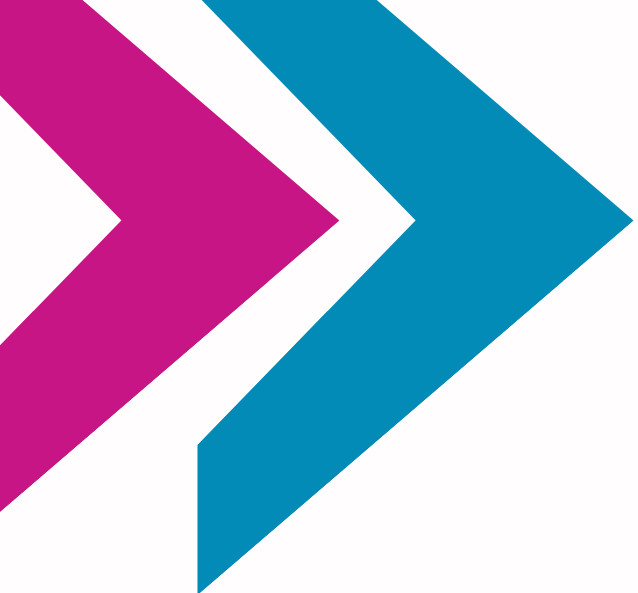


Digital Billboard:

CHECKWRITERS
DERENZY BUSINESS TECHNOLOGIES
EGAN, FLANAGAN AND COHEN
STERLING HALL AND LISA HARRISON

JLW ASSOCIATES, LLC
MEND
MERCEDES-BENZ OF SPRINGFIELD
PROVIDERS' COUNCIL

QUALIFACTS SYSTEMS INC.
THE Q99.7FM
SKOLER, ABBOTT & PRESSER, P.C.
SIX FLAGS NEW ENGLAND



2022 SPONSORSHIP OPPORTUNITIES



	Premiere Presenting Sponsor \$15,000	Presenting Sponsor \$10,000	Platinum Sponsor \$8,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,500	Friend of Fria \$750	Sideline Cheerleader \$250
Name recognition & logo use*	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME	
Race Day Sponsor Banner	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Logo on Registration Page	LOGO	LOGO	LOGO	LOGO				
Virtual Race bib logo	LOGO	LOGO						
Social Media Shout Out + Tag <small>(Logo* prominently displayed for Gold & above, Logo less prominent for Silver, Bronze)</small>	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Social Media Sponsor Spotlight Post	LOGO	LOGO	LOGO					
Social Media Banners	LOGO	LOGO	LOGO					
Free Registration	12 RUNNERS	10 RUNNERS	6 RUNNERS	4 RUNNERS	2 RUNNERS			
Kick-Off Day Shout Out	SPEECH	INTRODUCTION	INTRODUCTION	MENTION				
Email Blasts/Annual Report <small>Listed in publications</small>	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME	

Name recognition & logo use*

Race Day Sponsor Banner

Logo on Registration Page

Virtual Race bib logo

Social Media Shout Out + Tag
Name listed for Friend of Fria + Sideline Cheerleaders

Social Media Sponsor Spotlight Post

Social Media Banners

Free Registration

Kick-Off Shout Out

Email Blasts/Annual Report
Listed in publications

*Logo must be received by **JUNE 30, 2022** and should be in HIGH RESOLUTION (Vector Files .EPS preferred, or .PNG, .JPEG, .TIFF files **MUST BE** at least 300dpi) if not, business name will be listed.

\$15,000

PREMIERE PRESENTING SPONSORSHIP (1 AVAIL.)



NAME RECOGNITION & LOGO USE

- **Logo prominently displayed** in all Frozen Yogurt 5K promotional materials: fliers, lawn signs, posters, race day sponsor banner, website, email blasts, social media posts, and logo **prominently displayed** on race t-shirt and virtual bib

SOCIAL MEDIA EXTRAS

- **Logo prominently featured** in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

SPONSOR MENTION

- Named in Gándara Center's internal/external email blasts and logo prominently displayed in the 2023 Annual Report

SPONSOR SHOUT OUT

- On Race Day during kick-off, **Sponsor will be introduced by WWLP-22News personality** and is welcome to say a few words prior to the race.

FREE REGISTRATION

- For **twelve (12) runners**. Registration includes a **limited edition 2022 Frozen Yogurt 5K t-shirt** for participants

Jade Rivera-McFarlin | jriveramcfarlin@gandaracenter.org | 413.296.6214

\$10,000

PRESENTING SPONSORSHIP



NAME RECOGNITION & LOGO USE

- **Logo prominently displayed** in all Frozen Yogurt 5K promotional materials: fliers, lawn signs, posters, race day sponsor banner, website, email blasts, social media posts, and logo **prominently displayed** on race t-shirt and virtual bib

SOCIAL MEDIA EXTRAS

- **Logo prominently featured** in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

SPONSOR MENTION

- **Named in Gándara Center's** internal/external email blasts and **logo prominently displayed** in the 2023 Annual Report

SPONSOR SHOUT OUT

- On Race Day during kick-off, **Sponsor will be introduced** by WWLP-22News personality prior to the race.

FREE REGISTRATION

- For **ten (10) runners**. Registration includes a **limited edition 2022 Frozen Yogurt 5K t-shirt** for participants





\$8,000

PLATINUM SPONSORSHIP

NAME RECOGNITION & LOGO USE

- **Logo prominently displayed** in all Frozen Yogurt 5K promotional materials: fliers, lawn signs, posters, race day sponsor banner, website, email blasts, social media posts, and logo **prominently displayed** on race t-shirt and virtual bib

SOCIAL MEDIA EXTRAS

- **Logo prominently featured** in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

SPONSOR MENTION

- **Logo in Gándara Center's** internal/external email blasts and **logo prominently displayed** in the 2023 Annual Report

SPONSOR SHOUT OUT

- On Race Day during kick-off, **Sponsor will be introduced** by WWLP-22News personality prior to the race.

FREE REGISTRATION

- For **six (6) runners**. Registration includes a **limited edition 2022 Frozen Yogurt 5K t-shirt** for participants

Jade Rivera-McFarlin | jriveramcfarlin@gandaracenter.org | 413.296.6214

\$5,000

GOLD SPONSORSHIP



NAME RECOGNITION & LOGO USE

- **Logo prominently displayed** on following Frozen Yogurt 5K promotional materials: race day sponsor banner, website, email blasts, social media posts, and logo displayed on race t-shirt.

SOCIAL MEDIA EXTRAS

- **Logo included** in social media banners, the Sponsor Spotlight, Thank You posts + tagged on social media

SPONSOR MENTION

- **Logo in Gándara Center's** internal/external email blasts and **logo displayed** in the 2023 Annual Report

SPONSOR SHOUT OUT

- On Race Day during kick-off, **Sponsor will receive a verbal acknowledgement** by WWLP-22News personality prior to the race.

FREE REGISTRATION

- For **four (4) runners**. Registration includes a **limited edition 2022 Frozen Yogurt 5K t-shirt** for participants

Jade Rivera-McFarlin | jriveramcfarlin@gandaracenter.org | 413.296.6214



\$2,500

SILVER SPONSORSHIP

NAME RECOGNITION & LOGO USE

- **Named** in the following Frozen Yogurt 5K promotional materials: race day sponsor banner, social media posts, and **name listed** on race t-shirt

SOCIAL MEDIA EXTRAS

- **Logo included** in the Sponsor Spotlight, Thank You posts, + tagged on social media

SPONSOR MENTION

- **Named in Gándara Center's** internal/external email blasts and **named** in the 2023 Annual Report

FREE REGISTRATION

- For two (2) runners. Registration includes a **limited edition 2022 Frozen Yogurt 5K t-shirt** for participants

\$1,500

BRONZE SPONSORSHIP

NAME RECOGNITION & LOGO USE

- **Named** in the following Frozen Yogurt 5K promotional materials: race day sponsor banner, social media posts, and **name listed** on race t-shirt.

SOCIAL MEDIA EXTRAS

- **Logo included** in the Sponsor Spotlight, Thank You posts + tagged on social media

SPONSOR MENTION

- **Named in Gándara Center's** internal/external email blasts and **named** in the 2023 Annual Report



\$750

FRIEND OF FRÍA



\$250

NEW SIDELINE CHEERLEADER

NAME RECOGNITION & LOGO USE

- **Named** in the following Frozen Yogurt 5K promotional materials: **listed** on t-shirt and **name listed** on sponsor banner

SOCIAL MEDIA SHOUT OUT + TAG

- **Mentioned** on social media with other 'Friends' + Sideline Cheerleaders and **tagged** in a 5k post

RACE DAY SPONSOR BANNER

- **Name listed** on Race Day Event sponsor banner

INTERNAL EMAIL BLASTS + 2023 ANNUAL REPORT

- **Name listed** in publications



MEET FRÍA

OUR FROYO 5K MASCOT!



SOCIAL MEDIA SHOUT OUT + TAG

- **Mentioned** on social media with other Sideline Cheerleaders and **tagged** in a 5k post, plus, **name listed** on Race Day Event sponsor banner

RACE DAY SPONSOR BANNER

- **Name listed** on Race Day Event sponsor banner



SOCIAL MEDIA



Tweet

Gándara Center
@GandaraCenter

JOIN US for The 6th Annual Frozen Yogurt Virtual 5K
Now through July 30th sign up you'll be entered to win Virtual Door Prizes (including an 🍎 👁 📱) Register here: bit.ly/FroYo5K

Register Online
gandaracenter.org
-Track Your Run
-Receive a Limited-Edition Finisher Medal

0:13

Thank You to our 2020 Sponsors

Presented by:

WB WESTFIELD BANK

HEXPLORA BETTER INSIGHTS · BETTER HEALTH

HUB

Cigna **PeoplesBank** **yasso** **22 NEWS** **SPRINGFIELD THE CW**

HISPANIC RESOURCES, INC. **TAYLOR DENTAL** **UNIVERSAL ELECTRIC CO.** **ADVANCED RESTORATION GROUP** **shi** **Compassionate HEALTHCARE SYSTEMS** **Ford** **Marcotte**

HANN REALTY, LLC **SPRINGFIELD PUERTO RICAN PARADE WHITTLESEY, PC** **ARCHITECTURE LIFE INC.** **ALLIED FLOORING & PAINT** **COMMUNITY FOUNDATION OF WESTERN MASS** **NEW VALLEY BANK AND TRUST** **QUALIFACTS SYSTEMS INC.** **JLW ASSOCIATES, LLC** **MANSFIELD PAPER** **SPRINGFIELD COLLEGE: SOCIAL WORK DIVISION** **UMASS FIVE COLLEGE CREDIT UNION** **GREENOUGH PACKAGING & MAINTENANCE SUPPLIES** **DERENZY BUSINESS TECHNOLOGIES** **SKOLER, ABBOTT, & PRESSER** **FARBER & LINDLEY, LLC** **CHECKWRITERS** **AMADOR FOUNDATION INC.**

gandaracenter

Change the way the world views mental health

#FROYO5K **AUGUST 16-23, 2020**
<https://bit.ly/FroYo5K>

PRESENTED BY: **WB WESTFIELD BANK** **HEXPLORA** **HUB** **Cigna**

Promote

View Insights



HOW TO REACH US

CONTACT DETAILS

OUR OFFICE

933 E. Columbus Ave. Ste. #1 | Springfield, MA | 01105

PHONE NUMBER

413.296.6214

EMAIL ADDRESS

jriveramcfarlin@gandaracenter.org

RACE SPONSORSHIP LINK

www.gandaracenter.org/5ksponsorship



PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

- PREMIERE PRESENTING SPONSORSHIP (\$15,000) (1 AVAILABLE)**

Our Premiere Presenting Sponsor will receive publicity and logo visibility as a critical program partner in all print and electronic marketing materials, logo prominently displayed on t-shirt, day-of event banner, lawn signs, prominent logo placement in all social media and on REACH (Gándara's agency-wide TV channel). They will be featured on our Facebook/Twitter page event banners and will receive a Social Media Shout Out + Tag on our Facebook Page. On race day, they will have an opportunity to speak, on stage, at kick-off. In addition, the Premiere Presenting Sponsor will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), internal/external email blasts, and in our 2023 Annual Report. This level also includes free registration for twelve (12) runners.
- PRESENTING SPONSORSHIP (\$10,000)**

Our Presenting Sponsor will receive publicity and logo visibility as critical program partners in all print and electronic marketing materials, logo prominently displayed on t-shirt, day-of event banner, lawn signs, prominent logo placement in all social media and on REACH (Gándara's agency-wide TV channel). They will be featured on our Facebook/Twitter page banners and receive a Social Media Shout Out + Tag on our Facebook Page. They will receive an introduction on stage at race day kick-off. In addition, Presenting Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), internal/external email blasts, and in our 2023 Annual Report. This level also includes free registration for ten (10) runners.
- PLATINUM SPONSORSHIP (\$8,000)**

Platinum Sponsors will receive publicity and logo visibility as program partners in all print and electronic marketing materials including social media, prominent placement on day-of event banner, lawn signs and on REACH (Gándara's agency-wide TV channel). They will be included on our Facebook/Twitter page banners and receive a Social Media Shout Out + Tag on our Facebook Page. They will receive an introduction on stage at race day kick-off. In addition, Platinum Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), and in our 2023 Annual Report. This level also includes free registration for six (6) runners.
- GOLD SPONSORSHIP (\$5,000)**

Gold Sponsors will receive publicity and logo visibility in all print and electronic marketing materials including day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page and placement on REACH (Gándara's agency-wide TV channel). On race day, they will receive a verbal mention at kick-off. In addition, Gold Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), internal/external email blasts, and our 2023 Annual Report. This level also includes free registration for four (4) runners.

PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

- SILVER SPONSORSHIP (\$2,500)**
Silver Sponsors will receive publicity and name recognition in all print and electronic marketing materials including day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page, and placement on REACH (Gándara's agency-wide TV channel). Silver Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), internal/external email blasts, and in our 2023 Annual Report. This level also includes free registration for two (2) runners.
- BRONZE SPONSORSHIP (\$1,500)**
Bronze Sponsors will receive publicity and name recognition in all print and electronic marketing materials including day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page and placement on REACH (Gándara's agency-wide TV channel). Bronze Sponsors will be mentioned on GándaraHQ (intranet site for nearly 1,000 employees), Gándara Center needs your support! and in our 2023 Annual Report.
- FRIEND OF FRÍA (\$750)**
Friends of Fría (our Frozen Yogurt Mascot) will be named in the following Frozen Yogurt 5K promotional materials: fliers, posters, website & listed on t-shirt and their logo will be listed day-of event banner, receive a Social Media Shout Out + Tag on our Facebook Page and named in our Annual Report.
- SIDELINE CHEERLEADER(\$250)**
With this selection, your business will be listed on day-of event banner, receive a Social Media Shout Out + Tag with other Sideline Cheerleaders on our Facebook Page

Contact Name: _____ **Phone:** _____ **Email:** _____

Business Name (as it should appear on ALL promotional items): _____

Signature of Authorized Representative: _____ **Date:** _____

**Logo must be received by JUNE 30, 2022 and should be in HIGH RESOLUTION
(Vector Files .EPS preferred, or .PNG, .JPEG, .TIFF files MUST BE at least 300dpi) if not, business name will be listed.**

VIA MAIL:

Gándara Center

ATTN: Jade Rivera-McFarlin
V.P. of Fund Development and Community Relations
933 E. Columbus Ave. Suite #1
Springfield, MA 01105

EMAIL:

Scan form, Save as .PDF

Send Attachment to:

jriveramcfarlin@gandaracenter.org

PAY ONLINE:

www.gandaracenter.org/5ksponsorship

INVOICE:

Paper Invoice

Digital Invoice

FOR OFFICE USE ONLY:

Received By: _____ Date: _____

Notes: _____