

2022 Guthrie Gallop Sponsorship Opportunities

March 2022



Dear Friend of the Guthrie Gallop,

It is almost time for the 38th annual Guthrie Gallop 5K & 10K race. The Guthrie Gallop will be held Saturday, May 14, 2022, in downtown Sayre live and in-person!

We invite you to join our community event to help promote fitness and overall wellness. With an emphasis on the health and well-being of our participants, we are excited to move forward with this **LIVE IN-PERSON** event and 38-year running tradition!

Proceeds from the Guthrie Gallop will benefit Guthrie's Cancer Care Fund. The Cancer Care Fund provides financial relief to Guthrie cancer patients at all Guthrie facilities receiving active treatment. Financial burdens can take a significant toll on our patients who should be focusing on healing and finishing their fight against cancer. Guthrie's Cancer Care Fund helps to ease the burden by supporting expenses related to housing, transportation, and utilities.

If you would like to take the opportunity to support the Guthrie Gallop, please complete and return the enclosed sponsorship form by April 18, 2022. Sponsorships will still be accepted after April 18, 2022, but not all sponsorship benefits may be available.

For more information about sponsorship, please call Guthrie Resource Development at 570-887-4420 or email to Resource_Development@guthrie.org. We know you have many choices to make when deciding how to spend your charitable giving dollars, and thank you for helping to make this community event possible.

Sincerely,

Susan Sinay
Co-chair

Lisa Horton
Co-chair



6th Annual Guthrie Race Series!

Participants who register for and complete a race distance in both the 2022 Guthrie Gallop and the 2022 Sayre Turkey Trot will receive an exclusive Guthrie Race Series gift.



www.Guthrie.org

2022 Guthrie Gallop Sponsorship Opportunities

Due by April 18, 2022

	Title	Diamond	Platinum	Gold
	\$5,000	\$2,500	\$1,000	\$500
Complimentary race entries	2	2	1	1
Name/logo on race T-shirts <i>*sponsorships received after 4.18.2022 may not be eligible for this benefit.</i>	X	X	X	X
Recognition on event website www.guthrie.org/gallop	Logo & Link	Logo & Link	Logo & Link	Name & Link
Event recognition	X	X	X	X
Company promotional materials in runner's race packets	X	X	X	X
Recognition in Guthrie Gallop email blasts (circ. 20,000+)	X	X	X	X
Dedicated Guthrie Facebook, Workplace, and LinkedIn "Thank You" posting with company logo	X	X	X	X
Acknowledgement in Annual Donor Report (circ.1000) and on the Annual Donor Wall	X	X	X	X
Recognition in post-event "Thank You" advertisement	X	X	X	X
Recognition in one philanthropy e-newsletter (circ. 5000)	X	X	X	
Company banner at event <i>*provided by your company</i>	X	X		
Recognition in event press release	X	X		
Title sponsor recognition on all print and digital event materials	X			
Exclusive opportunity for company-provided video message to be featured on Guthrie Facebook, Workplace, and LinkedIn.	X			

If the Guthrie Gallop is forced to cancel, all runners will transition to the virtual race, all applicable sponsor benefits will be honored, and 100% of your generous sponsorship will benefit Guthrie's Cancer Care Fund.

Guthrie Facebook: 12,000 followers
Guthrie LinkedIn: 7,000 followers
Guthrie Workplace: 6,000 employee members

Custom Sponsorship Opportunity

Mile Marker Sponsor - \$500

- Exclusive signage at one designated mile for the 5K or 10K race
- Name on race T-shirt **benefit may not be available to sponsors after 4.18.2022*
- Recognition in post-event "Thank You" advertisement
- Recognition in event email blasts and on event website
- Company promotional materials in runners' race packets

Kids Fun Run Sponsor - \$500

- Exclusive signage at Kids Fun Run registration table
- Name on race T-shirt **benefit may not be available to sponsors after 4.18.2022*
- Recognition in post-event "Thank You" advertisement
- Recognition in event email blasts and on event website
- Company promotional materials in runners' race packets

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Sponsor Name _____
Name/business name as you would like it to appear in all promotional materials.

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Sponsorship Level

- Title \$5,000
- Diamond \$2,500
- Platinum \$1,000
- Gold \$500
- Mile Marker \$500
- Kids Fun Run \$500
- In lieu of sponsorship, please accept a donation of \$_____

Payment

To pay online, visit www.guthrie.org/gallop

Check

- Enclosed is a check made payable to **Guthrie**.

In-Kind Donation

Description _____

Value \$_____ Signature _____

Logo Submission

Please email your logo to Resource_Development@guthrie.org on or before April 20, 2022.

Format: High resolution JPEG; please provide both a full-color and a one-color version of your logo

Questions? For more information about sponsorship, please call Resource Development at 570-887-4420 or email to Resource_Development@guthrie.org.

Mail To: Guthrie Resource Development, One Guthrie Square, Sayre, PA 18840

The official registration and financial information of The Guthrie Clinic may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999.