

THE GOODWILL HALLOWEEN HUSTLE

5K RACE + WALK FOR ALL ABILITIES

PARTNER WITH
GOODWILL AND MAKE AN
IMPACT **ONE STEP AT A
TIME!**

Your sponsorship
supports job training,
career services and
life-changing programs
in our community.

SPOOKTACULAR **VISIBILITY.**
MEANINGFUL IMPACT.

SPONSORSHIP LEVELS

COMMUNITY SPONSOR

\$250

BENEFITS:

- Company name listed on the event website
- Mention in the post-race "Thank You to Our Sponsors" email sent to Goodwill Perks members



BRONZE SPONSOR

\$500

BENEFITS:

- All benefits included in the Community Sponsor level
- Company name included in the sponsor thank-you social media post
- Company name featured on the registration flyer (distributed at bib pickup and registration)



SILVER SPONSOR

\$2,000

BENEFITS:

- All benefits included in the Community and Bronze Sponsor levels
- Company logo on the back of event t-shirts (mid-tier placement)
- Optional vendor table at the race-day event
- Recognition during the awards ceremony
- Four (4) complimentary race entries



PRESENTING SPONSOR

\$10,000

EXCLUSIVE OPPORTUNITY FOR ONE COMPANY

BENEFITS:

- All benefits included in the Community, Bronze and Silver Sponsor levels
- Company name on banner at Start/Finish Line
- Promote your company with one marketing piece to be distributed with race bib
- Dedicated social media post recognizing your company
- One complimentary Goodwill Career Center Hiring Event at a location of your choice
- Special thanks on the event website
- Company prominently placed in media releases and advertisements
- Four (4) additional complimentary race entries (8 total)

EXTRA SPOOKY OPPORTUNITIES



FUEL UP STATION SPONSOR (FOOD TENT)

\$1,000

Put your brand name with participants refuel and recharge.

BENEFITS:

- Company name and logo displayed at the food tent serving pre- and post-race snacks
- High visibility in a central location where all participants and spectators pass through



1.5-MILE MARK + WATER STOP SPONSOR

\$500

Be the boost runners rely on early in the race.

BENEFITS:

- Company name and logo displayed at the 1.5-mile mark and water station
- Direct exposure during a key motivational point in the course



GRAVEYARD SPRINT SPONSOR

\$500

Own the most exciting moment of the race - the final push.

BENEFITS:

- Company name and logo displayed at the final 200-meter stretch
- Cheer zone for your employees and volunteers



BECOME A SPONSOR TODAY!

Contact us to secure your sponsorship & showcase your support to the community.



203-360-2598



marketing@gwct.org

Goodwill
WESTERN & NORTHERN
CONNECTICUT

gwct.org