

# 2022 RESERVOIR RUN



WESTON, CT

# 11<sup>th</sup> Year for the Weston Reservoir Run

- The event was started by Don and Phyllis Gary, and the Weston Kiwanis Club Members who wanted:
  - an event that benefitted children's organizations and charities,
  - involved the whole club plus most local community organizations,
  - and levered the Kiwanis Foundation's tax benefits status for donors.
- Primary Beneficiaries are selected for each year's race events.
- A secondary beneficiary will be the leadership challenge program Weston High School, which helps student leaders learn to lead their teams and clubs.
- The Kiwanis Club of Weston Foundation, Inc. will identify and support other needs on an as required basis.



# During the Ten Years, We Have Raised \$\$\$

- The race participants and our sponsors made it possible to donate an average of \$20,000 annually to worthy causes that support children

**That's why we organize and manage the Races!!**



# Kiwanis®

SERVING THE CHILDREN OF THE WORLD

# Recent Beneficiaries of Reservoir Run Races

## Major recent beneficiaries were:

- 2016 & 2017 - Cesar Battaglia Elementary School Playground, Bridgeport CT
- 2018 - Connecticut Food Bank Backpack Program serving 3400+ children
- 2019 - Americares Free Clinics Pediatric Services and TDAP Vaccinations, Plus Junior Achievement of Fairfield County High School Heroes Programs
- 2020 - Connecticut Food Bank CHIP (Child Hunger Impact Programs) offering better, more comprehensive, and health-focused programs for more than 2000+ households with food insecurity children.
- 2021- Children and Families Guidance Center providing mental health services to children and their families, plus Connecticut Food Bank Foodshares Child Hunger Relief Programs

# Reservoir Run Races 2022 Beneficiaries



**THE CHILD & FAMILY  
GUIDANCE CENTER**

*Helping Kids and Families Today For a Better Tomorrow*

The Child & Family Guidance Center (CFGC) provides culturally-informed mental health services and complementary supports to children, teenagers, and their families, regardless of a family's ability to pay. With CFGC's excellence in trauma treatment and individualized family services, this nonprofit serves more than 3,500 families.



Net Proceeds from the 5K will go to The Boosters Club Leadership programs at Weston High School. These programs help new Club and Team Leaders in learning how to lead their organizations during the new school year.



**Kiwaniis**  
CLUB OF WESTON FOUNDATION, INC.

The Kiwanis Club of Weston Foundation, Inc. will use some of the net proceeds to meet other child related needs identified during the year.



**Kiwaniis**

# Large Turnout for the Past Decade of Reservoir Run Races

- 4,300+ Runners, with more than 1200 from Weston/Westport area.
  - Runners are 48.5% Female and 51.5% Male
  - 66% of the runners run the Half Marathon
- Runners from Connecticut (83%), New York, Massachusetts, New Jersey, and other states or foreign countries.
- 5K race: 1,300+ runners to benefit the High School Leadership Programs.
- Many local organizations and families support and view the race.

# The Reservoir Run Occurs in a Unique Community Environment

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- Weston, Westport, and Wilton have 55,908 residents (2020 census)
- Median Household Income for the 3 towns is \$222,000 (2020 Census).
- Fairfield County has 957,419 residents in 345,070 households (2020 Census)
- 93.6% of the households have a computer. Runners can be reached easily via email and social media.
- Secondary Runners markets are New Haven and Hartford Counties, and New York Counties of Westchester and Putnam.

# A Few of Our Past Sponsors



COMPLETE HOME SOLUTIONS



## Become A Sponsor (Please)

- As a sponsor, you will have brand visibility throughout the event, but also well in advance of the event throughout the state through online social media, race marketing, and the press coverage.
- A unique part of your sponsorship is that we put notices on car windows – with your brand logo – during other Connecticut Half Marathon and 5K races.
  - *Thousands of people will see your brand logo and message.*
  - The Race Registration site will display your brand and message to all site visitors, donors, and registrants.

# All Runners – who wear and display their run jerseys year around – will have your logo

WESTON KIWANIS  
RESERVOIR RUN



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150  
Fairfield County Bank  
1871-2021

 **Gault**  
FAMILY COMPANIES

jetBlue®

 **IONS** Orthopaedic & Neurosurgery Specialists  
Opening Soon in Wilton!

 **ATHLETA**

 **Kiwanis**

# These are the Levels of Sponsorship

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- **Diamond Master Race Sponsor (\$15,000) **Limit of 2****
- **Platinum Sponsor (\$5,000)**
- **Gold Sponsor (\$2,500)**
- **Silver (\$500)**

# Sponsor Benefits

- **Diamond Race Sponsor (\$15,000) No more than two**

✓ Diamond Sponsor Credit and message on the race registration site for all visitors to the site	✓ Promotional race card with your logo placed on 9,000+ car windshields in Fairfield County
✓ Interview on TV Channel 12 and other local media	✓ Custom Designed Marketing Program
✓ Banners with your name at beginning and end of race	✓ Monthly emails to thousands of previous runners with your logo
✓ Yard signs with your logo in Weston, Easton, Westport, and Fairfield	✓ Special Recognition at all Kiwanis Fundraising Events during 2022
✓ Special Sponsor Thank you at start and finish of the races	✓ Booth/table at race finish to promote your product
✓ Jersey for all runners with your logo displayed at very top back	✓ Reserved parking at the race



# Sponsor Benefits

Sponsorship Level	Diamond	Platinum	Gold	Silver
Benefits	\$15,000	\$5,000	\$2,500	\$500
Master Sponsor Limit of 2	X			
Custom designed marketing program	X	We work with you for success		
Prominent position on Race Registration Website Entry with logo and marketing message	X	X		
Position on sponsor page of website with donation logo	X	X	X	X
Race banners and marketing materials with your logo	X			
Your Logo featured at top of all Jersey displays	X			
Your sponsor level Logo featured on all Jersey displays		X	X	X
A Logo'd display near the race start and finish area	X	X	X	X
A Booth and Table near the race start and finish area	X	X	X	
Race promotion card with sponsor logo will be placed on 9,000+ car windshields in other nearby races	X	X		
Yard signs with sponsor level logo promoting the race	X			
Extensive social media up to October 23rd	X			
Banners with sponsor level logo at start and finish	X	X	X	
Frequent email promo with your message/logo	X			
Sponsor email acknowledgement to Weston Community	X	X	X	X
Sponsor Thank You Poster at Weston Memorial Day Race and Memorial Day Fair Kiwanis Food Booth	X	X	X	X
Sponsor Thank You display at all 2022 Kiwanis Fundraising Events (Memorial Day Fair, etc.)	X	X	X	X

# A Special Thanks for Your Support!!



THANK YOU TO ALL OUR GREAT  
SPONSORS AND SUPPORTERS



## Sponsorship Contact Information

04/04/2022

### Interested in sponsoring Weston Kiwanis Charitable Activities?

Go to <https://WestonKiwanis.org>

- Scroll down the page to read about the Weston Club and its activities.
- Click on the Menu Button in upper right corner.
- Click on a link to read about **Reservoir Run Races** or the Foundation or other topics.

Email to [sponsors@westonkiwanis.org](mailto:sponsors@westonkiwanis.org) with your contact information and ideas for working together.

A member of the Sponsor Acquisition Team will contact you.

