

September 16, 2024

**The Friends of Northshore Education Consortium is now planning the December 15, 2024 Festivus 5K for Autism!**



This race, which is popular with North Shore runners and spectators alike, has raised over \$241,000 for children with autism. This year, we are expecting over 500 runners!

Every donation to the race will offset costs and allow the Northshore Education Consortium\* (NEC) to purchase much needed technologies and programming to assist and educate children with autism.

By sponsoring this event, you support local children with autism while marketing your business with the following\*\*:

- Logo or name on race t-shirt
- Logo or name on Festivus 5K for Autism & NEC websites
- Logo or name on Festivus race posters used for marketing purposes
- Several mentions on the Festivus 5K for Autism & NEC Facebook pages
- Recognition in press related materials sent to all local media outlets.... *and more!*

We look forward to adding you to our list of 2024 Festivus 5K for Autism sponsors (***note: commitment deadline from some levels is 10/31/24!***) Also, we are always looking for volunteers on race day so if you or if your company has an interest, please reach out to Cindy for more information. Thank you in advance for your consideration.

Sincerely,

*Rick & Cindy Johnson*

Rick & Cindy Johnson, Festivus 5K Race Directors & Parents of NEC alum  
cynthia.m.johnson@gmail.com or 508-527-1219  
<https://www.nsedu.org/festivus5k/>

\* *The Northshore Education Consortium is the largest provider of special education programs for children with emotional, behavioral, and developmental disabilities on the North Shore. (www.nsedu.org)*

\*\**Level of exposure increases with donation size. Please see attached Sponsorship Level sheet for details.*



To benefit the  
**Northshore Education Consortium**  
 (<https://www.nsedu.org>)

| Seinfeld-Themed Sponsorship Levels   | Perks   |
|--|---|
| <p><b>\$1,500 - The BIG Salad</b></p> <p><b>Title Sponsor</b><br/>           (proper thank you guaranteed)</p> <p><i>*(commitment made by 10/31)</i></p> | <ul style="list-style-type: none"> <li>• Premier TITLE logo placement on shirt back &amp; on race website with link *</li> <li>• Exclusive TITLE logo recognition on race poster *</li> <li>• Race day recognition on acknowledgment poster and from podium</li> <li>• Exclusive customized napkins with logo for post-race party at Finz</li> <li>• 12 mentions on social media channels</li> <li>• Recognition as TITLE sponsor in all press-related materials</li> <li>• If requested, <b>The Big Salad</b> to be enjoyed at post-race party!</li> </ul> |
| <p><b>\$1,000</b><br/> <b>Gold Level</b><br/>           (It's Gold Level, Jerry!)</p> <p><i>*(commitment made by 10/31)</i></p>                          | <ul style="list-style-type: none"> <li>• Prominent logo placement on shirt back and on race website with link *</li> <li>• Premier logo recognition on race poster *</li> <li>• Race day recognition on acknowledgment poster and from podium</li> <li>• 10 mentions on social media channels</li> <li>• Recognition as a major sponsor in all press-related materials</li> </ul>   |
| <p><b>\$500</b><br/> <b>Aluminum Level</b><br/>           (high strength to weight ratio)</p> <p><i>*(commitment made by 10/31)</i></p>                  | <ul style="list-style-type: none"> <li>• Logo on shirt back and on race website with link *</li> <li>• Name listing on race poster *</li> <li>• Race day recognition on acknowledgment poster</li> <li>• 8 mentions on social media channels</li> <li>• Recognition in all press-related materials</li> </ul>   |
| <p><b>\$300</b><br/> <b>Tinsel Level</b><br/>           (to distract your customers)</p> <p><i>*(commitment made by 10/31)</i></p>                       | <ul style="list-style-type: none"> <li>• Logo on shirt back and on race website *</li> <li>• Name listing on race poster *</li> <li>• Race day recognition on acknowledgment poster</li> <li>• 6 mentions on social media channels</li> </ul>   |
| <p><b>\$200</b><br/> <b>Latex Level</b><br/>           (ask Vandelay Industries how we helped them!)</p>   | <ul style="list-style-type: none"> <li>• Name listing on shirt back</li> <li>• Race day recognition on acknowledgment poster</li> <li>• 4 mentions on social media channels</li> </ul>  |
| <p><b>\$100</b><br/> <b>Cotton Level</b><br/>           (breathe easy; this level is as comfy as our race shirts)</p>                                    | <ul style="list-style-type: none"> <li>• Name listing on shirt back</li> <li>• Race day recognition on acknowledgment poster</li> <li>• 1 mention on social media channels</li> </ul>   |

DECEMBER 15<sup>TH</sup> 2024



# Festivus 5K For Autism Sponsorship Opportunities

*Deadline for some sponsorship levels is October 31<sup>st</sup>!*

**I would like to become a sponsor for the Festivus 5K for Autism race:**

- \$1500/**BIG Salad**    \$1000/Gold    \$500/Aluminum    \$300/Tinsel    \$200/Latex    \$100/Cotton

**Sponsor Information:**

|  |  |
|--|--|
| Business Name:<br>(as you would like it to appear) |  |
| Contact Name:                                      |  |
| Address:   |  |
| Email:   |  |
| Phone:   |  |

**Payment Options:** (credit card, check, online)

Please charge my gift to:    MC    Visa    AmEx      Exp. Date on card: \_\_\_\_\_

Card # \_\_\_\_\_ Signature: \_\_\_\_\_

Checks made payable to Friends of NEC. Thank you.  
Please return this form and sponsorship donation to:  
Friends of NEC • 112 Sohier Rd. • Beverly • MA • 01915

**Beginning 9/12/24, ONLINE at**  
[www.nsedu.org/ways-to-give/make-a-gift/](http://www.nsedu.org/ways-to-give/make-a-gift/)

**Please email sponsor LOGO if BIG Salad, Gold, Aluminum, or Tinsel Level to Sarah Seiler at [sseiler@nsedu.org](mailto:sseiler@nsedu.org)**

For sponsorship questions, please contact Sarah Seiler at [sseiler@nsedu.org](mailto:sseiler@nsedu.org).

For race information, please go to [www.nsedu.org/festivus5k](http://www.nsedu.org/festivus5k) or contact Race Directors, Rick & Cindy Johnson at [cynthia.m.johnson@gmail.com](mailto:cynthia.m.johnson@gmail.com) or 508-527-1219.



Friends of Northshore Education Consortium, Inc. is a 501(c)(3) charitable organization (#61-1479553)  
Your gift is tax-deductible to the extent provided by law. Thank you.)