

2023

# BUSINESS PARTNER PROGRAM

[neighborbrigade.org](https://neighborbrigade.org)

neighbor   
brigade  
Help is next door.



# PARTNER WITH US



Reach a community of  
3,500 volunteers  
1,000 event attendees  
7,500 social media followers

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# ABOUT OUR PROGRAM

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**Mark Murphy**

DIRECTOR OF DEVELOPMENT  
mark@neighborbrigade.org

**"When you partner with Neighbor Brigade, you create opportunities to engage your employees more deeply in their communities. You activate the process of permanent, positive change. And you connect your brand to a unique, trusted nonprofit that's enlisting thousands to help others and positively impact the world."**

Pam's Run is Neighbor Brigade's biggest event and fundraiser of the entire year. With over 1,000 expected participants, this year's 11th annual run will be held on Sunday, October 15th in Wayland, Massachusetts. All proceeds from Pam's Run supports Neighbor Brigade, the Massachusetts based non-profit organization founded by the race's namesake, the late Pam Manikas Washek.

The Neighbor Brigade model is simple: we establish community-specific networks of volunteers that can be mobilized to help residents facing sudden crisis manage day-to-day tasks such as meal preparation, rides, and basic household chores. Using web-based coordination tools, we manage recipient requests and the recruitment of volunteers to fulfill those requests sensitively, quickly, and free of charge.

Together, we have helped over 20,000 neighbors in our 13-year history. When you sponsor Pam's Run you will support us in making the race a

success while more importantly helping to make a difference for neighbors in need in our local communities. Benefits to partnering with us in this event include:

- Collective impact and truly making a difference in a neighbor's life;
- Cost-effective way to match local community needs to the charitable goals of your business;
- Play a vital role in helping a client in need;
- Significant marketing exposure and benefits for your business.

We have several sponsorship opportunities for this year's Pam's Run. For more information, please visit our event website: [pamsrun.com](https://pamsrun.com)

Thank you for your leadership, generosity, and dedication to making our communities better for all our neighbors. We hope you will partner with us and be a 2023 Pam's Run and Neighbor Brigade sponsor.



# ORGANIZATION SPONSOR

**\$10,000** (Can be paid quarterly)

As an Exclusive Organization Sponsor for Neighbor Brigade, your company has the following opportunities for partnership:

## Media & Marketing

- Prominent logo recognition with a live link on Neighbor Brigade home website
- Welcome letter from your company leader on the Neighbor Brigade website
- E-mail blast sent to 7000+ Neighbor Brigade community members, announcing the relationship
- Tagline signature recognizing your company as an exclusive sponsor in all staff email signatures
- Press release sent to national market publications announcing the relationship between Neighbor Brigade and your organization
- Quarterly posts recognizing your business on Neighbor Brigade social media pages
- Recognition plaque to display at your business, showcasing your relationship with Neighbor Brigade

## Event Recognition

- Your business recognized on event signage for Neighbor Brigade, prominently displayed at Pam's Run, Neighbor Brigade's largest annual event, hosting over 1,000 participants in Wayland, MA (October 2023)
- Unique t-shirt for your company representatives and employees to wear at Pam's Run, recognizing you as an exclusive Organization Sponsor
- 20 Pam's Run registrations
- Opportunity to handout marketing at Pam's Run event
- Your logo recognized at our spring event (April 2023)

## Employee and Client Engagement

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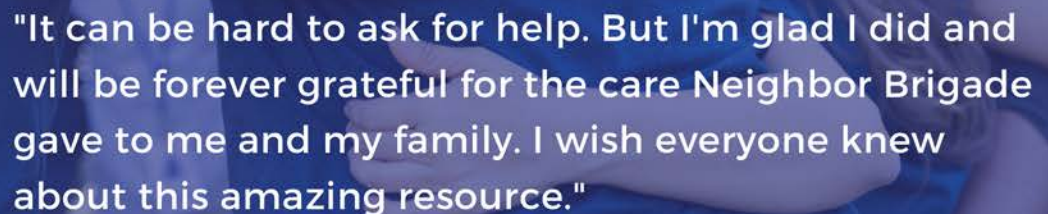
# CHAPTER SPONSOR

Full Year Partnership

As a Chapter Sponsor for Neighbor Brigade, your company has the following, full year partnership opportunities:

## **\$5000 Community Angel Sponsors (full year)**

- The Neighbor Brigade website homepage, visited by thousands of people, will feature your business logo linked to your website for a full year: [www.neighborbrigade.org](http://www.neighborbrigade.org)
- Opportunity to display your business marketing materials at community events.
- 10 free registrations for Pam's Run to share with constituents.
- Logo displayed in Neighbor Brigade Annual Report
- Special verbal recognition at community events.
- Sponsorship acknowledged on Neighbor Brigade social media pages (Facebook & Instagram.)
- Logo placement at Annual Pam's Run: On race website, social media, and prominent display at the race itself



"It can be hard to ask for help. But I'm glad I did and will be forever grateful for the care Neighbor Brigade gave to me and my family. I wish everyone knew about this amazing resource."

## **\$2,500 Good Neighbor Sponsor (full year)**

- The Neighbor Brigade website homepage, visited by thousands of people, will feature your business logo linked to your website for a full year. [www.neighborbrigade.org](http://www.neighborbrigade.org)
- Opportunity to display your business marketing materials at community events.
- 5 free registrations for Pam's Run to share with constituents.
- Logo displayed in Neighbor Brigade Annual Report.
- Logo placement at Annual Pam's Run: On race website, social media, and prominent display at the race itself

# CHAPTER SPONSOR

Full Year Partnership

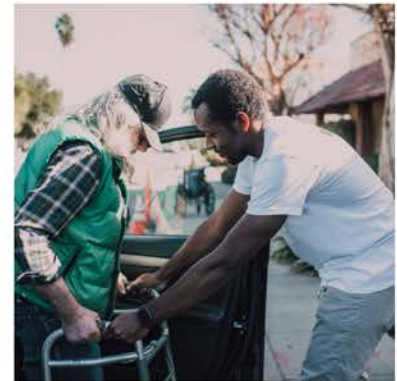
As a Chapter Sponsor for Neighbor Brigade, your company has the following, full year partnership opportunities:

## **\$1,000 Helping Hand Sponsor (full year)**

- The Neighbor Brigade website homepage, visited by thousands of people, will feature your business logo for a full year. [www.neighborbrigade.org](http://www.neighborbrigade.org)
- Opportunity to display your business marketing materials at community events.
- Business name listed in Neighbor Brigade Annual Report.
- Logo placement at Annual Pam's Run: On race website, social media, and prominent display at the race itself

## **\$500 Difference Maker Sponsor (full year)**

- The Neighbor Brigade website homepage, visited by thousands of people, will feature your business logo for a full year. [www.neighborbrigade.org](http://www.neighborbrigade.org)
- Business name listed in Neighbor Brigade Annual Report.
- Logo placement at Annual Pam's Run: On race website, social media, and prominent display at the race itself



"My family and I are forever grateful to the volunteers for offering me rides daily and supporting and encouraging me to look forward for a beautiful future."