



SUNDAY, MAY 21 • 9:00 A.M.

The Lions 5K is a fundraiser of the Newton South Booster Club which supports the athletes, teams, coaches and athletic department of Newton South High School and promotes school and community spirit.

NSHS 
BOOSTERS CLUB



Newton South High School Booster Club
140 Brandeis Road
Newton, MA 02459
Tax ID: 04-3072991

March 6, 2023

Dear business owner:

The Newton South Booster Club is excited to announce its second annual Lions 5K, a community road race and fundraiser scheduled for **Sunday, May 21, 2023**.

Our inaugural event last year drew 400 participants from Newton South and the local community, and raised more than \$30,000 for the athletics program and school spirit events at Newton South. We are pleased to offer our local area businesses the opportunity to join us as a race sponsor for this year's event.

The Newton South Booster Club is a non-profit organization that supports the athletes, coaches, teams and athletic program of Newton South High School and works to build school and community spirit. Newton South numbers over 1,830 students, with roughly half participating in athletics during the school year. The school fields 60 teams across three seasons, providing programs for various student interests.

And while high school sports have always played an important role, they have become critical over the past few years, providing an opportunity for students to exercise, socialize, compete, and return to a sense of normalcy after a turbulent time. Sports events also became a positive focal point for students to gather and be together again as a community.

The goal of the Lions 5K is to continue to build the strength of our athletic program and bringing a sense of spirit and fun into the school and community. As the cost of running a program of this size and scope is outside of the funding available from the school district, especially after the pandemic, we are reaching out to our community for help.

Our fundraising will provide items and activities to support our athletic department, teams and athletes and boost overall school spirit. Highlights include:

- Training equipment for our weight room
- New championship and team record banners for the field house
- A re-design of South's field house foyer, including new trophy cases
- School spirit events and free student tickets for sports events
- Team, athlete, coach and athletic department support

As a valued member of the community, we invite you to join us in our efforts by sponsoring the Lions 5K at one of the following levels:

Presenting Sponsor - \$10,000

- Name and logo on two company-supplied banners at finish areas (sized by level)
- Company name and logo on race shirt* (sized by level) and online race form
- Link to your business from NS Boosters Club website
- 15 complimentary race entries
- Company acknowledged in all pre-and post-race press releases
- Company-supplied table at the finish area

Lion Sponsor - \$5,000

- Name and logo on a company-supplied banner at finish areas (sized by level)
- Company name and logo on race shirt* (sized by level) and online race form
- Link to your business from NS Boosters Club website
- Ten complimentary race entries
- Company acknowledged in all pre-and post-race press releases
- Company-supplied table at the finish area

Pride Sponsor - \$2,500

- Name and logo on a company-supplied banners at finish areas (sized by level)
- Company name and logo on race shirt* (sized by level) and online race form
- Link to your business from NS Boosters Club website
- Five complimentary race entries
- Company acknowledged in all pre-and post-race press releases
- Company-supplied table at the finish area

Mane Sponsor - \$1,000

- Name and logo on a company-supplied banners at finish areas (sized by level)
- Company name and logo appear on our online race entry forms
- Link to your business from NS Boosters Club website
- Three complimentary race entries
- Company-supplied table at the finish area

Roar Sponsor - \$500

- Name and logo on a company-supplied banner at finish areas (sized by level)
- Link to your business from NS Boosters Club website
- One complimentary race entry
- Company-supplied table at the finish area

Den Sponsor - \$250

- Link to your business from NS Boosters Club website
- Company-supplied table at the finish area

*Sponsorship commitment needed by April 10 for inclusion on t-shirt

We look forward to partnering with you to build a stronger sports program for South, it's students and the Newton South community.

Sincerely,

The Booster Club Board



EVENT SPONSORSHIP FORM

The Newton South Booster Club Lions 5K is a fundraiser to support the athletes, coaches, teams and athletic program of Newton South High School and to promote school and community spirit. The race offers multiple sponsorship and participation levels. We are also seeking food/beverage donations for our runners. For information on donating water or post-race snacks, please contact us at copresidents@nsboosters.org. Visit www.nsboosters.org for additional event information.

Sponsor Benefit/Level	Presenting \$10,000	Lion \$5,000	Pride \$2,500	Mane \$1,000	Roar \$500	Den \$250
Logo at finish line and markers*	✓	✓				
Name/logo on race t-shirt*	✓	✓	✓			
Acknowledgment in pre-and post-press releases	✓	✓	✓			
Company name/logo on online race entry forms	✓	✓	✓	✓		
Name/logo on company supplied banner(s) at finish	✓ (2)	✓	✓	✓	✓	
Complimentary Race Entries	15	10	5	3	2	1
Business promotion online (website, social media, e-blasts)	✓	✓	✓	✓	✓	✓
Company supplied table at finish	✓	✓	✓	✓	✓	✓

*Subject to print deadline of April 10, 2023

To become an event sponsor:

1. Fill out the form below and return it with a check payable to Newton South Booster Club, 140 Brandeis Rd., Newton, MA 02459
2. Email high-resolution logos to copresidents@nsboosters.org.

NS Booster Club Lions 5K Sponsorship Form

Name of Company/Organization: _____

Primary Contact: _____

Address/State/Zip Code: _____

Phone: _____

Email: _____

Sponsorship Level/Amount Enclosed: _____