



SUNDAY, MAY 19 • 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
February 2024
140 Brandeis Road
Newton, MA 02459



Dear business owner:

We are excited to invite you to become a supporter of our upcoming third annual Lions 5K, organized by the Newton South Booster Club. This exciting community road race and fundraiser is set to take place on **Sunday, May 19, 2024**.

In each of the past two years, the Lions 5K has drawn more than 500 participants, including runners, walkers, volunteers and spectators from Newton South and the local community. Together, we have raised more than \$60,000 in support of South's athletics program, equipment needs and events that foster connection and pride in the school. We are pleased to offer our local area businesses the opportunity to join us as a new or returning race sponsor for this year's event.

The Newton South Booster Club supports the athletic programs of Newton South High School and organizes events and activities that build school and community spirit. Newton South numbers over 1,860 students, with roughly half participating in athletics during the school year. The school fields 60 teams across three seasons, providing programs for a wide range of student interests.

Our fundraising this year has three goals:

1. Continue to support South's athletic department and build overall school spirit.
2. Complete our initiative to replace South's outdated and worn championship banners with over 40 new ones, celebrating the achievements of our teams over the past 64 years.
3. To create a welcoming and modern community space in South's field house foyer. This updated space, where students and the community can gather, will feature new trophy cases, inspirational wall art, photographs, and South memorabilia. The design will honor and reflect our current athletic programs while also paying tribute to our historical accomplishments. Our goal is to create

a sense of belonging and pride in all students and community members entering the school.

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 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 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 12 for inclusion on t-shirt

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

Sincerely,

The Booster Club Board

www.nsboosters.org

newtonsouthboosterclub@gmail.com



LIONS 5K 2024 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 12, 2024

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: _____