

**Sunday, October 10, 2021**

**Registration/Coffee 9 - 11am  
Return Cards for Tally 2pm  
BBQ/Party 1- 5:30pm**



Dignity through independence for people with disabilities

**MAIN EVENT SPONSOR \$2,500**

- **PROMINENT** logo space on Dignity Run Apparel (**ONLY ONE MAIN EVENT SPONSOR**)
- **Highlighted as MAIN EVENT SPONSOR** on all event marketing materials, both electronic and print
- Company featured in promotional video message
- Opportunity to co-host a contest on social media
- Mention in all event press releases and media coverage
- Regular social media recognition and marketing opportunities on our platforms throughout the year
- Donor Sign outside Alternatives' locations
- Marketing space at the event to promote product/service
- 5 Dignity Run and/or BBQ registrations
- 5 Dignity Run Event Shirts

**CRUISER SPONSOR \$1,000**

- Large logo space on Dignity Run Apparel
- **Highlighted as SPONSOR** on all event marketing materials, both electronic and print
- Opportunity to co-host a contest or a video on social Media promoting your company
- Mention in all event press releases and media coverage
- Social media recognition and marketing opportunities on our platforms throughout the year
- Donor Sign outside Alternatives' locations
- Marketing space at the event to promote product/service
- 3 Dignity Run registrations
- 3 Dignity Run Event Shirts

**CHOPPER SPONSOR \$500**

- Logo space on Dignity Run Apparel
- Mentioned on all event marketing materials, both electronic and print
- Social media recognition before and after the event
- Donor Sign outside Alternatives' locations
- Marketing space at the event to promote product/service
- 2 Dignity Run registrations
- 2 Dignity Run Event Shirts

**EVENT SHIRT SPONSOR \$200**

- Logo on Dignity Run Apparel
- Listed on event social media and website
- 1 Dignity Run registration
- 1 Dignity Run Event Shirt

**NUTS & BOLTS SPONSOR \$100**

- Listed on event social media and website
- 1 Dignity Run registration
- 1 Dignity Run Event Shirt

I would like to contribute \$ \_\_\_\_\_

**Sponsorship must be received by September 17, 2021 for inclusion on shirt**

(Please provide black & white art in a clear JPEG or PNG file)

*(If you do not have artwork, please provide requested text)*

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Enclosed is my:  Check  VISA  MC # \_\_\_\_\_ Exp. \_\_\_\_\_ Sec. code \_\_\_\_\_

**Please Make Checks Payable To:**

**Alternatives, Inc., 600 First Ave., Raritan, NJ 08869**

**For more information, go to [www.thedignityrun.com](http://www.thedignityrun.com)**

**Or call (908) 685-1444 ♦ FAX # (908) 685-2660**

**Alternatives, Inc. is a 501(c)3 Organization EIN# 22-2318999**



## SPONSORSHIP OPPORTUNITIES

*Alternatives, Inc. is a  
501(c)3 organization  
EIN #22-2318999*

Greetings!

Alternatives has been enhancing the lives of individuals with disabilities, those experiencing homelessness, and others benefiting from services within the Greater Central New Jersey area since 1979. I am hopeful you will help us to support the individuals who are counting on us by sponsoring the 7<sup>th</sup> Annual Dignity Run. The event will be held on October 10<sup>th</sup> at the Bridgewater Eagles in Bridgewater, New Jersey.

This will be the seventh year that Alternatives will hold this event, and after such a challenging year, we need your support more than ever. We are excited to be able to finally get together in person again and hold the event we all have enjoyed so much in the past! Alternatives will again partner with the Bridgewater Eagles Riding Club, Steel Allegiance Motorcycle Club, along with the support of the American Motorcyclist Association (AMA), and their members.

We are promoting the Dignity Run through various forms of media, including our Alternatives, Inc. website, the Dignity Run website, social media, specific sites geared to motorcycle enthusiasts and printed materials. As a sponsor, not only do you support the individuals served by Alternatives, but you also benefit from the event promotion and increased visibility of our supporters.

A sponsorship form is included and there are opportunities available at several levels. Each sponsorship level provides fantastic benefits however; we would be more than happy to discuss other mutually beneficial ways to promote your generosity.

**Please note that sponsorship and print ready art must be received by September 17, 2021 to be printed on the event shirts.** Please send print-ready (black and white only) art in a JPEG or PNG file to Glori Bine-Callagy at [bineg@alternativesinc.org](mailto:bineg@alternativesinc.org) or call (908) 304-2590. If you do not have artwork, but would like to advertise your business on the shirt, please provide the text you would like to see, and we will create it for you.

For any other questions, please contact me at 908-685-1444 ext.226 or [afeiner@alternativesinc.org](mailto:afeiner@alternativesinc.org) for more information.

Thank you for your support.

Sincerely,

Anita Feiner  
Director of Development



600 First Ave., Raritan, NJ 08869 (908) 685-1444 [www.alternativesinc.org](http://www.alternativesinc.org)