

EVENT INFORMATION

Join us Saturday, April 27th, for the third annual Walk to Fight Rare Diseases as we celebrate the life of Denise D'Ascenzo. The walk supports local rare disease organizations in her honor. The 2- mile walk and fundraiser takes place at Quinnipiac University.

In 2023, the walk raised over \$50,000 and received extensive media coverage from local radio and television stations.

Last year, participants enjoyed the picturesque Quinnipiac campus, a pizza truck, beverages, live music and numerous kids activities!



Denise D'Ascenzo was the longest serving news anchor at any single Connecticut television station, with Channel 3 viewers welcoming her into their homes for over thirty-three years. WFSB is committed to help promote the walk on their station.



THE DENISE D'ASCENZO FOUNDATION

Our mission is to support advances in medicine and health, promote responsibility in the media, and assist those facing physical and mental challenges, while encouraging openness, courage and kindness in all endeavors.



EVENT COORDINATOR

JB Sports, Director of New Haven Road Race and many of New England's top participatory road events, coordinates the event. Annually, JB Sports coordinates 25 runs and fitness walks with over 35,000 participants that raise over \$1,000,000 for various charities.



SPONSORSHIP OPPORTUNITIES



THE DENISE D'ASCENZO FOUNDATION'S
**WALK TO FIGHT
RARE DISEASES**

Saturday, April 27, 2024

10am at Quinnipiac University
Hamden, CT

**FOR SPONSORSHIP
INFORMATION, PLEASE CONTACT:
JOHN BYSIEWICZ
(203) 481-5933
JOHN@JBSPORTS.COM**

TITLE SPONSOR | \$15,000 LIMIT: 1

Benefits Received:

- Company name incorporated into Event Title.
- On all exposure opportunities, title sponsor gets largest exposure.
- Exposure on WFSB promotional spots (minimum value \$12,500).
- Exposure on 99.1 PLR promos (\$5,000 value).
- Category exclusivity.
- Logo exposure on event t-shirts and bibs.
- Opportunity to send company information/special offers on up to 10,000 event email blasts.
- Logo and link on event website.
- Logo exposure at thank you banner.
- Opportunity to exhibit at event site.
- Mention in all event media releases.
- Company representative can start event.
- Exposure on social media posts.
- Sponsorship plugs at event site.
- 20 complimentary walk entries and shirts.

PLATINUM SPONSOR | \$3,000 LIMIT: 3

Benefits Received:

- On all promotional opportunities, Platinum Sponsor gets 2nd largest exposure.
- Company representative can help in post walk awards.
- Category exclusivity.
- Logo exposure on event t-shirts and bibs.
- Opportunity to send company information/special offers on up to 10,000 event email blasts.
- Logo and link on event website.
- Logo exposure at thank you banner.
- Opportunity to exhibit at event site.
- Mention in all event media releases.
- Sponsorship plugs at event site.
- 10 complimentary walk entries and shirts.

GOLD SPONSOR | \$2,000 LIMIT: 10

Benefits Received:

- Logo exposure on walk t-shirts.
- Opportunity to send company information/special offer to all event participants in post-walk email blast.
- Company logo and link in up to 10,000 event email blasts.
- Opportunity to send company information/special offer to all event participants in post-walk email blast.
- Logo and link on event website.
- Logo exposure at thank you banner.
- Opportunity to exhibit at event site.
- Mention in all event media releases.
- Sponsorship plugs at event site.
- 5 complimentary walk entries and shirts.

SILVER SPONSOR | \$1,000 UNLIMITED

Benefits Received:

- Logo exposure on walk t-shirts.
- Logo and link on event website.
- Logo exposure at thank you banner.
- Exposure on pre & post-walk email blast.
- Opportunity to exhibit at event site.
- Mention in all event media releases.
- Sponsorship plugs at walk site.
- 3 complimentary walk entries and shirts.

BRONZE SPONSOR | \$500 UNLIMITED

Benefits Received:

- Text exposure on walk t-shirts.
- Text exposure and link on event website.
- Text exposure at thank you banner.
- Opportunity to exhibit at event site.
- Sponsorship plugs at event site.
- 2 complimentary walk entries and shirts.



CHECKS PAYABLE TO:

The Denise D'Ascenzo Foundation
c/o JB Sports
2 Buena Vista Rd.
Branford, CT 06405

