



**The Arc**  
Greater Williamsburg  
**Achieve with us.**

**14<sup>th</sup> Annual  
Williamsburg Landing 5k Benefit Run for The Arc  
October 7, 2023**

Dear Sponsors & Prospective Sponsors,

The Arc of Greater Williamsburg, now in its 47<sup>th</sup> year, has proudly served adults in our community with developmental disabilities by offering a range of programs, activities, a day program, and employment partnerships, which enhance their quality of life and provide respite time for their caregivers.

We are very excited to be gearing up for our signature event! Williamsburg Landing will once again host the 14<sup>th</sup> annual *5k Benefit Run for The Arc* on their beautiful campus on October 7, 2023. Whether on a stroll, a brisk walk, or competing to be the fastest runner, this benefit run will appeal to people of all abilities by providing a 5k run competition, as well as a fun walk/run/stroll event. While our virtual events in 2020 and 2021 were successful despite the pandemic, we were absolutely thrilled to be back in person in 2022! The 13<sup>th</sup> annual 5k was our most successful thus far, raising over \$76,000!

The reason for our letter today is twofold. The Arc added a new fundraiser in 2022 to complement our fall 5k. The 2<sup>nd</sup> annual "Community Pickleball Challenge" (CPC) held in early June, welcomed many of our 5k sponsors who have chosen to support both events and garner the extra sponsor perks The Arc generates throughout the year! For new 5k sponsors at the silver level or above, we will include you in the marketing for the 2024 CPC. As always, 100% of your sponsorship donation will go directly to The Arc. Included in this packet, you will find information detailing the benefits and opportunities associated with each sponsorship level along with a sponsorship commitment page. While we do not need payment at this time, we would appreciate knowing your level of commitment so that we can begin planning our marketing materials and sponsor spotlights by July 15, 2023.

If you have questions regarding sponsorships, please contact John Perkins at [lper919894@cox.net](mailto:lper919894@cox.net), or Pam McGregor, Executive Director, at [pam.mcgregor@thearcgw.org](mailto:pam.mcgregor@thearcgw.org). Thank you in advance for your support and sponsorship!

Warmest regards,



Pam McGregor  
Executive Director  
The Arc of Greater Williamsburg



Greg Storer  
President/CEO  
Williamsburg Landing

# Sponsorships Available!

## 14th Annual Williamsburg Landing 5k for The Arc



**Saturday, October 7, 2023**

**Williamsburg Landing, 3000 The Mall, Williamsburg VA 23185**

7:30 am	Race Day Registration and Packet Pickup
8:30 am	One-Mile Fun Run and Walk
9:00 am	5k Run and 5k Walk
10:15 am	Awards Ceremony and Door Prizes

- Register online at [thearcgw.org](http://thearcgw.org). Online registration closes on October 1.
- Race day registration is available beginning at 7:30 am.
- Minimum donation \$35 until August 27 and \$45 thereafter.
- Registrants under age 10 are free.

*All proceeds benefit The Arc of Greater Williamsburg's mission to improve the quality of life for people with developmental disabilities in our community.*

*\*Register by 9/21/2023 to receive a T-shirt in requested size. All others will receive a T-shirt while supplies last.*

**Presented by:**

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WILLIAMSBURG LANDING®



# Support The Arc and Achieve With Us

The Arc of Greater Williamsburg has worked to improve the lives of people with developmental disabilities in our community since 1976. In addition to providing respite for families and caregivers, our support services and activities provide health, educational, cultural, and recreational programs for our clients.

Become a Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$2,500	\$1,500	\$1,000	\$500
Table space to promote your business.	✓	✓	✓	✓
Complimentary race entries.	8	6	4	3
Logo placement on shirts, banners, entry forms, flyers, 5k emails, and print materials.	Large logo	Medium logo	Small logo	
“Sponsor Spotlight” - A designated day will be scheduled to promote sponsors on our social media and website with direct hyperlink to their website.	✓	✓	✓	
Logo with link on The Race and The Arc of GW websites.	✓	✓	✓	
Recognition in Williamsburg Landing's marketing newsletter, social media, and community activities network.	✓	✓	✓	✓
Recognition in monthly Arc mailings to all clients, families, and volunteers.	✓	✓	✓	✓

# Sponsorship Commitment Form

## Please Choose a Sponsorship Level:

<input type="checkbox"/> Presenting Sponsor	\$5,000
<input type="checkbox"/> Platinum Sponsor	\$2,500
<input type="checkbox"/> Gold Sponsor	\$1,500
<input type="checkbox"/> Silver Sponsor	\$1,000
<input type="checkbox"/> Bronze Sponsor	\$ 500

BUSINESS NAME: \_\_\_\_\_

PRESIDENT/OWNER'S NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Do you require an invoice for your sponsorship payment? \_\_\_\_\_

Federal Tax ID#: 54-1054921

Your completed Sponsorship Commitment Form should be returned no later than September 15, 2023 to ensure the maximum benefits of your sponsorship. For first time sponsors, please email your company logo to Anna Whiston at [anna.whiston@thearcgw.org](mailto:anna.whiston@thearcgw.org). **Please provide logos in both .jpeg and .eps files.**

For more information, contact The Arc office: (757) 229-3535.

Checks should be made payable to: "The Arc of Greater Williamsburg."

Commitment form and payment may be mailed to:

The Arc of Greater Williamsburg  
150-D Strawberry Plains Road  
Williamsburg, VA 23188

**Thank you for your Support!**