

# 2023 Darien Road Race Sponsorship Opportunities





## OUR MISSION

The Community Fund of Darien inspires people and mobilizes resources to strengthen our community.

## OUR VISION

Our vision is for all community members to have the opportunity to reach their full potential as healthy, educated, and self-sufficient individuals.

## INTENDED IMPACT

The Community Fund of Darien initiates solutions, builds collaborations, and implements and supports programs to strengthen youth, adults and families for lasting and positive impact in Darien, Norwalk and Stamford.

## BY THE NUMBERS

**1,100+** Donors

**2,000** Instagram Followers

**1,150** of Facebook Followers

**6,500** Contacts in Database

**350** Road Race Participants

**300** Designed to Dine Guests

**500** Volunteers

**9,150** Volunteer Hours

**SERVE CONNECT SUPPORT CHANGE LIVES**

## Why Partner with The Community Fund of Darien?

The Community Fund helps our neighbors in Stamford, Norwalk, and Darien who are hungry, homeless, in need of physical and mental healthcare, job training and youth success programs.

As one of the area's oldest community funds, we are experts in identifying the immediate challenges facing our neighbors, and selecting the most impactful, effective nonprofits in Stamford, Norwalk and Darien that most successfully address these issues. **95% of our funding helps residents in Stamford and Norwalk.**

By partnering with TCF, you are showing your commitment to helping our community's most vulnerable residents through supporting dozens of the highest performing nonprofits.

**88%** of consumers say they are more likely to buy from companies who give back to the community.

**91%** of consumers expect businesses to address social or environmental issues.

**83%** of Americans wish more of the products and services they use would support charities.

**80%** of Americans are likely to switch brands (equal in quality and price) to one that supports a charity.

Join us today and help us continue our important work.

# The Community Fund of Darien's Beneficiaries

Since 1951, TCF has invested \$26 million in local nonprofits and community initiatives in Stamford, Norwalk and Darien.

We help our neighbors in **Stamford, Norwalk** and **Darien** who are hungry, homeless, in need of physical and mental healthcare, job training and youth success programs.

## Last year, TCF supported these 32 organizations:

Abilis	Horizons at Norwalk Community College
Americares Free Clinics	Inspirica
Boys & Girls Club of Stamford	Intempo
Building One Community	Kids in Crisis
The Carver Foundation of Norwalk	Laurel House
Child Advocates of SW Connecticut	Liberation Programs
Child Guidance Center of Mid-Fairfield County	New Covenant Center
Child Guidance Center of Southern Connecticut	Open Doors
Children's Learning Centers of Fairfield County	Pacific House
Domestic Violence Crisis Center	Person to Person
Domus Kids, Inc.	Senior Nutrition Program
Family Centers	SilverSource
Filling In the Blanks	Stamford Public Education Foundation
Food Rescue US	Star, Inc., Lighting the Way
Future 5	The Depot - Darien Youth Center
Horizons at New Canaan Country School	The Rowan Center



# Corporate Partner Opportunities

Since 1951, The Community Fund of Darien (TCF) has distributed more than \$26 million to local nonprofit organizations and community initiatives in Stamford, Norwalk and Darien. Our focus is on funding basic needs, community health, job training and youth success programs.

Join us in our mission to give all of our community members the opportunity to reach their full potential as healthy, educated, and self-sufficient individuals.

**As a 2023 corporate partner, there are two ways to financially support The Community Fund.**

# 1

Darien Road Race  
September 17, 2023

The 5-mile run and 1.5 mile fun run, now in its 44th year, brings together runners and families from throughout Fairfield County. Last year, more than 400 people registered for the race. There are various sponsorship levels and benefits for The Darien Road Race.

# 2

Designed to Dine Fundraising Luncheon  
October 25, 2023

This event, now in its second year following an extremely successful debut, will feature unique table settings created by interior designers and businesses showcasing their creativity with originally designed table settings. Three hundred people attended last year's sold-out event. There are various sponsorship levels and benefits for Designed to Dine.



# 2023 Sponsorship Opportunities

## TITLE SPONSOR \$10,000

- Business name and logo as the Title Sponsor in Darien Road Race public marketing collateral
  - Social media (2,000 followers)
  - Website
  - Posters in 50+ Darien retail establishments and event day poster
  - Ticket sales page (500+ visitors)
- Multiple PA recognition announcements on race day to an audience of 500+
- 20 complimentary race registrations (\$800 value)
- Logo on race bib (400 pieces)
- Pre-event business name and logo in TCF's August e-newsletter (6K+ contact list)
- Post-event business name and logo in TCF's September e-newsletter (6K+ contact list)
- Business name and logo published in TCF's 2022-2023 Annual Report
- Premier placement of logo on runner's t-shirt (400 pieces)
- Sponsor recognition at water station or mile marker sponsorship
- Inclusion in pre and post-event press release
- Premier table location under race day tent
- Option to announce the start of the race and present race awards
- Permission to place TCF's logo on your website and other marketing materials for one year
- Unite with TCF's mission to strengthen our local community



# 2023 Sponsorship Opportunities

## PLATINUM SPONSOR \$5,000

- Business name and logo as the Platinum Sponsor in Darien Road Race public marketing collateral
  - Social media (2,000 followers)
  - Website
  - Posters in 50+ Darien retail establishments
  - Ticket sales page (500+ visitors)
- PA recognition announcement on race day to an audience of 500+
- 10 complimentary race registrations (\$400 value)
- Pre-event business name and logo in TCF's August e-newsletter (6K+ contact list)
- Post-event business name and logo in TCF's September e-newsletter (6K+ contact list)
- Logo on runner's t-shirt (400 pieces)
- Sponsor recognition at water station or mile marker sponsorship
- Inclusion in pre and post-event press release
- Unite with TCF's mission to strengthen our local community



# 2023 Sponsorship Opportunities

## **GOLD SPONSOR \$2,500**

- Business name and logo as the Gold Sponsor in Darien Road Race public marketing collateral
  - Social media (2,000 followers)
  - Website
  - Posters in 50+ Darien retail establishments
  - Ticket sales page (300+ visitors)
- PA recognition announcement on race day to an audience of 500+
- 5 complimentary race registrations (\$200 value)
- Logo on runner's t-shirt (400 pieces)
- Inclusion in pre and post-event press release
- Unite with TCF's mission to strengthen our local community



# 2023 Sponsorship Opportunities

## SILVER SPONSOR \$1,000

- Business name and logo as the Silver Sponsor in Darien Road Race public marketing collateral
  - Social media (2,000 followers)
  - Website
  - Posters in 50+ Darien retail establishments
  - Ticket sales page (300+ visitors)
- PA recognition announcement on race day to an audience of 500+
- Inclusion in pre and post-event press release
- Unite with TCF's mission to strengthen our local community



Runners at the start line

# Running to Do Good

42nd Community Fund of Darien Road Race  
September 19, 2022

On Sunday, September 19, 2022 over 300 runners and their fans representing towns from Connecticut, New Jersey and New York gathered at Pear Tree Point in Darien for the 42nd running of The Community Fund of Darien's "Darien Road Race." The 1.5 mile Fun Run and 5 mile race, presented by Mirador, raised funds to benefit The Community Fund of Darien's

nonprofit partners who provide vital youth and family social services programs in Darien, Norwalk and Stamford.

Patrick Dooley of Darien defended his title again this year as the first person to cross the 5 mile finish line, with a time of 25:49. Patrick said that his 2nd Darien Road Race was a lot of fun, not only for him but also his wife and two young daughters, who enjoyed the face painting and other family



Patrick Dooley

activities. "It's a great community event, lots of fun. I have two kids and this is the best kid-friendly race that I've been to."

Darien's Jennifer St. Jean was the first woman to finish the five-mile race with a time of 31:31. She was happy to be part of the event, adding "It's always good to support local charities as part of my running and training. It's a good thing."

The fastest finisher of the

1.5-mile Fun Run participants





Non-runners also enjoyed the family-friendly morning, which featured energizing music throughout the event from DJ Eric Shoji, a silent auction, and activities such as face painting, cornhole and temporary tattoos at sponsor tables. Dance on the DL's instructors warmed up the enthusiastic crowd with pre-run stretches to kick off the morning's events.

The race was made possible by local business sponsors and many wonderful volunteers, including presenting sponsor Mirador. Tom Haidinger, Mirador's Chief Marketing Officer and part of Team Mirador's runners and volunteers, noted that the race was a great opportunity for the

1.5-mile Fun Run participants

1.5-mile Fun Run was Darien's William Bremer, age 15, with a time of 9:42. Members of the DHS boys lacrosse and football teams and girls soccer and field hockey teams participated as runners and volunteers this year to raise awareness for mental health. Bremer decided to sign up with several of his teammates, noting "It's great to run for a good cause."



Face painting and hair dos under tent

financial services firm to give back and practice philanthropy. "The Darien Road Race is the embodiment of what makes this community so special," he said. "Mirador is proud to support the event and support so many worthy programs in our surrounding communities."

Other sponsors included Platinum Sponsor Newport Healthcare, Gold Sponsors

are BMW of Darien, Nuvance Health, Hollow Tree Self Storage & Wine Vault, Sasco River Center. Silver sponsors are Bankwell Financial, Darien Lifestyle Magazine, Darien Rowayton Bank, Darien Running Company, Darien YMCA, Hutchinson Tree Care, Land Rover Darien, Kumon Math & Reading Center of Darien, M&T Bank, Nielsen's Florist & Garden Shop, Noroton Presbyterian Church, Oasis

Senior Advisors, Office Suites of Darien, Palmer's Market, Performance Optimal Health, Rhone, Restore Hyper Wellness, Tooher-Ferraris Insurance Group and Trinity Church, and in-kind donors Chris Gugelman, Cross Private Insurance, Dance on the DL, Darien Disposal Service, Inc., Post 53 EMS, Pure Barre and Trader Joe's.

1.5-mile fun run race participants





# 2023 Sponsorship Form

Now in it's 43rd year, The Darien Road Race and Family Fun Day is a 5-mile and a 1.5-mile running event on **Sunday, September 17, 2022 at 9AM at Darien's Pear Tree Point Beach.**

## SPONSORSHIP LEVEL

\$10,000

\$5,000

\$2,500

\$1,000

Business Name: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Social Media Handle: \_\_\_\_\_

Goodie bag item for race packet pick-up (recommended qty. 300) : \_\_\_\_\_

For inclusion in marketing materials, sponsor payment must be received by July 15, 2023, payable to The Community Fund of Darien.

Please forward a high-resolution JPG or PNG of your business logo by July 15, 2023.  
amy.clarke@communityfunddarien.org

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Questions? Contact Jessica Anderson at [jessica.anderson@communityfunddarien.org](mailto:jessica.anderson@communityfunddarien.org)