



# 5K FOR THE HEALTH OF IT!

April 25, 2026  
West Shore Park, Baltimore



HealthCare  
Access  
MARYLAND

Sponsorship  
Opportunities



## Who We Are



Since 1997, HealthCare Access Maryland (HCAM) has been working to improve health and advance health equity in Maryland. First, we help individuals and families enroll in affordable health coverage. Additionally, we work one-on-one with them to remove the barriers they face to accessing the care and services they need to live health lives.

Our programs are diverse in what they do and who they serve, but are united by HCAM's devotion to making access to health care and healthy living equitable for all Marylanders, especially those who face the biggest hurdles to getting the care they need.

**Last year, we served more than 60,000 Maryland residents, including programs serving children and youth in foster care, pregnant and post-partum women, returning citizens, and individuals living with mental health and substance use conditions.**

Based in downtown Baltimore, we provide services in Baltimore City and Baltimore, Anne Arundel, Howard, Frederick and Carroll counties.

## Become a Sponsor

We invite you to become a sponsor of the 5th annual 5K *For the Health of It!*. Sponsoring this race supports our mission, specifically by raising funds to support programs connecting residents across Maryland to health insurance, care, and other vital community resources.

### BENEFITS OF SPONSORSHIP

Your sponsorship of the 5K For the Health of It! includes benefits that will boost your company brand, inspire your employees, and show your organization's strong philanthropic commitment to creating a healthier Maryland. By becoming a sponsor, your business will have multiple branding opportunities in front of the participating individuals and the community at large. In addition, the HCAM 5K is a great opportunity to [engage your team in a company-wide activity that promotes team building and wellness](#).

Become a sponsor today for a healthier Maryland, inspired employees, and the opportunity to reach an engaged audience. We hope to see you on race day!





## Event Details



The 2026 *5K For the Health of It!* celebrates HealthCare Access Maryland's mission of making Maryland healthier. This event will raise critical funds to support our programs and allow us to continue to connect Marylanders to health insurance coverage, care coordination, and supportive services.

### DATE & TIME



Saturday, April 25, 2026  
(Rain or Shine)

- Registration - 8am
- Race – 9am

### LOCATION



West Shore Park  
401 Light Street  
Baltimore, MD 21202

<b>SPONSORSHIP LEVELS</b>	<b>Champion \$10,000</b>	<b>Trailblazer \$5,000</b>	<b>Sprinter \$2,500</b>	<b>Jogger \$1,000</b>	<b>Supporter \$500</b>	<b>Friend \$250</b>
Logo on all Event Promotion	✓	✓	✓	✓	✓	✓
Complimentary Race Entries/ Race T-shirts	15	10	8	6	4	2
Logo on Sponsorship Walkway	✓	✓	✓	✓	✓	
Race T-shirt Recognition	Logo Most Prominent	Logo Top Large	Logo Middle Medium	Logo Bottom Smallest	Business Name Listed	
Social Media Shout-Outs	✓	✓	✓	✓		
Promotional Item in Race Goodie Bag (Items must be sent to HCAM office by 4/15/2026)	✓ Opportunity to Brand Goodie Bag	✓	✓			
Sponsor/Vendor Table	✓	✓				
Logo on Selfie Frame and Signage at Event Kick Off	✓	✓				
Logo on Race Bib	✓					
Logo/Branding on Save the Date/Announcement *	✓					
Spotlight organization in dedicated race email	✓					
Recognition in Annual Report	✓					
Race Celebration Remarks	✓					




\*If sponsorship is confirmed by November 15, 2025.

# Become a Sponsor Today!

## 1 - COMPLETE AND SUBMIT THE SPONSORSHIP COMMITMENT FORM

Please send forms to Caitlin Mulrine along with sponsorship contribution. All checks should be made out to "HealthCare Access Maryland."

**The deadline to confirm a sponsorship is Friday, March 20, 2026.**

 <b>By Email</b>  cmulrine@hcamaryland.org Subj: 5K Sponsorship – Organization Name	 <b>By Mail</b>  HealthCare Access Maryland Attn: Caitlin Mulrine 1 N. Charles Street, Mezzanine Baltimore, MD 21201	 <b>Online</b>  <a href="http://weblink.donorperfect.com/HCAM5KSponsor2025">http://weblink.donorperfect.com/H CAM5KSponsor2025</a>
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## 2 - EMAIL YOUR HIGH RESOLUTION COMPANY LOGO TO AUDREY CHESSER

Acceptable formats for logos include png, jpg, jpeg, or eps.

**Audrey Chesser**

***Marketing and Community Engagement Coordinator***

[achesser@hcamaryland.org](mailto:achesser@hcamaryland.org)

Subj: 5K Sponsor Logo – Company Name

## Contact

If you have any questions about sponsorship opportunities, please contact Caitlin Mulrine, VP Development and Strategic Partnerships, at [cmulrine@hcamaryland.org](mailto:cmulrine@hcamaryland.org).





# Thank You!

Thank you for considering this partnership opportunity with HealthCare Access Maryland. We appreciate your support of our mission to make Maryland healthier.

