



Shrewsbury Trails 5K (trailscommittee@shrewsburyma.gov)

August 15, 2025

Dear Shrewsbury Community Member,

The Shrewsbury Trails Committee is excited to host the first annual **Shrewsbury Trails 5k** on **Saturday, October 4, 2025**, at 9:00am. The Trail Race and Kids Fun Run will begin and end at Lake Street Park in Shrewsbury.

We are seeking financial or in-kind support from potential sponsors for this inaugural event. The attached page outlines our sponsorship details. Please contact us if you have any questions about sponsorship.

The mission of Shrewsbury Trails Committee is to *Preserve, Promote, and Protect* Shrewsbury's open spaces in partnership with Town Planning, Parks & Recreation, and Engineering Departments. Participants will have the opportunity to run on a variety of surfaces and trail conditions, from wide cart paths on the meadow loop to tight single-track trails along Meadow Brook. You'll pop in and out of heavily forested sections and run past visible beaver activity that are shaping our environment.

Through this race we endeavor to showcase one of our well-established trails systems and promote the use for a variety of activities. The Town of Shrewsbury is no stranger to successful and well attended run/race events. With this trail race, we aim to bring the runners closer to nature with challenging terrain and chill vibes.

As you know, runs and races are wonderful community events that bring people together in a positive environment. As a local organization, your sponsorship for this race would be a great way to reach the local community and show your support for Trails and all open spaces in Shrewsbury.

Thank you for considering this opportunity to make a meaningful impact in Shrewsbury. We are truly grateful for the possibility of your generous support!

Sincerely,
Shrewsbury Trails Committee

SHREWSBURY TRAILS 5K SPONSORSHIP OPPORTUNITIES

Gold: \$200 - unlimited

- Logo on race t-shirt
- Trail sign on racecourse
- Permission to have a booth at the event*
- Logo (linked) on race website
- One race registration
- Thanked on town social media (4,000 followers)
- Thanked on Trails Blog
- Thanked on town website

Silver: \$100 - unlimited

- Logo on race t-shirt
- Permission to have a booth at the event*
- Logo (linked) on race website
- Thanked on town social media (4,000 followers)
- Thanked on Trails Blog
- Thanked on town website

Family/Individual: \$50 - unlimited

- Named on website
- Thanked on town social media (4,000 followers)

*Non-profit organizations are welcome to have a booth without donation. Please contact trailscommittee@shrewsburyma.gov to reserve a space.

Runner registrations are \$30 for pre-registration, \$35 “day of” registration. Register at [Shrewsbury Trails 5K](#) by September 22th for a guaranteed t-shirt.



SHREWSBURY TRAILS 5K SPONSORSHIP OPPORTUNITIES

Name of Sponsor: _____

Address: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Sponsorship Level Selection:

_____ Gold (\$200) _____ Silver (\$100) _____ Individual/Family (\$50 min)

Gold and Silver Sponsors, please email your website URL and a high-resolution file of your logo to trailscommittee@shrewsburyma.gov.

Please let us know if you would like a booth space. The submission deadline for sponsor logos/names for the t-shirt is September 18th.

To pay sponsorships by check, please make check payable to
Town of Shrewsbury/Recreation. In the memo line please note "Trails 5K"
and mail to:

Shrewsbury Town Hall
100 Maple Ave.
Shrewsbury, MA 01545
Attn: Parks & Recreation

Thank you for your generous support!