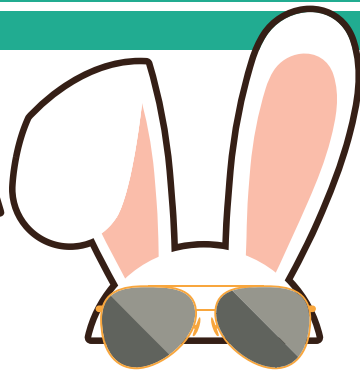




BEACH BUNNY 5K



About the Event

Join Fairfield Parks & Recreation for our Annual Beach Bunny 5K, Family Bunny Hop & Easter Egg Scramble! Featuring Music, Food Trucks, Family Fun & More!

All levels of sponsorship include:

- *Recognition on RunSignUp Website
- *Inclusion in event confirmation email
- *Recognition on Fairfield Parks & Recreation's Website - Annual Sponsor Thank you
- *Inclusion in Fall / Winter Brochure (23K outreach) - Annual Sponsor Thank You

Event Date

March 30, 2024
Rain or Shine

Event Location

Jennings Beach, Fairfield CT

Target Audience

Our target audience is Fairfield Families, although we expect 25 - 30% non-residents from neighboring communities of Easton, Trumbull, Weston, Westport & Bridgeport.

Anticipated Attendance

3,500++

Digital Media

Facebook - 6,000+ Followers
Instagram - 7,900+ Followers
RunSignUp Website - 16,000+ views
Parks & Recreation Website
Email Newsletter



Yellow Peep Sponsorship

Logo on Shirt **\$500**



Pink Peep Sponsorship

Boothspace at Event
Logo on Shirt **\$1,000**



Blue Peep Sponsorship

Award Medal Sponsor (limit 1)
Boothspace at Event
Prominent Logo on Shirt
Lawn Sign at Awards Table **\$1,250**



Orange Peep Sponsorship

Bunny Hop Sponsor (limit 1)
Boothspace at Event
Prominent Logo on Shirt
Lawn Sign at Bunny Hop **\$1,500**



Purple Peep Sponsorship

Egg Scramble Sponsor (limit 2)
Boothspace at Event
Prominent Logo on Shirt
Lawn Sign at Scramble **\$1,750**



Green Peep Sponsorship

Bib Sponsor (limit 1)
Logo on Runner's Bibs
Boothspace at Event
Prominent Logo on Shirt **\$2,000**



FAIRFIELD PARKS & RECREATION SPONSORSHIP COMMITMENT

Name: _____ Business: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Preferred Sponsorship(s): _____ Total _____

Payment Method: _____ Check Payable to Fairfield Parks & Recreation

_____ Credit Card CC #: _____

Exp: _____

TERMS & CONDITIONS

- **Conflict of Interest:** Fairfield Parks & Recreation reserves the right to refuse any sponsorship from an organization, agency, business, or individual.
- **Rescheduling:** As deemed necessary, Fairfield Parks & Recreation reserves the right to cancel or reschedule an event.
- **Refunds & Cancellations:** In the case of event cancellation, Sponsor will have the option to choose an alternate event or allocate the sponsorship funding towards the sponsorship of a future event. No refunds will be given.
- **Exclusivity:** Fairfield Parks & Recreation will make every best effort to regulate sponsors and make vendors aware of featured products and services, but cannot ensure duplication won't occur at events.
- **Indemnification:** Sponsor agrees to defend, indemnify and hold harmless the Town of Fairfield, Fairfield Parks and Recreation Department, its officers, directors or employees, for all costs relating to any suit, damage, loss or injury of any kind during scope of event. This would include damage to Town property and injuries to Town employees but exclude any damage or injury caused solely by the negligence of the Town.
- **Subcontracting:** This agreement is between the Town of Fairfield Department of Parks & Recreation and named Sponsor, above. Sponsor does not reserve the right to transfer any named benefit from this agreement to an outside entity without the express knowledge and consent of Parks & Recreation.