

ADALYN ROSE
FOUNDATION
**EMPTY STROLLER
RUN & WALK**

2026 SPONSORSHIP
PROPOSAL



**OCTOBER 25, 2026 | 9 AM START
JIM DIETRICH PARK**



*worst club,
best people*

The Adalyn Rose Foundation provides comprehensive and continuous support to families grieving the loss of a child at any time during pregnancy, infancy, or early childhood. Our Empty Stroller Run & Walk brings together over 1,000 participants every year, honoring all babies and children whose lives were far too brief.

PRESENTING SPONSOR - \$15,000

- One Exclusive Opportunity Available
- Exclusive Naming Rights
 - "The 2026 Empty Stroller Run & Walk presented by"
- Exclusive Logo Recognition on all Meta Advertisements
- Premium Logo Recognition on:
 - Foundation Website
 - Promotional Materials
 - Registration Platform
 - All Event Signage
- Inclusion in Event Press Release & Media Opportunities
- Multiple Dedicated Sponsor Spotlights on Social Media
- Opportunity to Provide Brief Welcome Remarks during Opening Ceremonies
- Premium Vendor Table Opportunity
- 20 Event Registrations (virtual or in-person)
- First right of renewal for 2027 Sponsorship



HEART & SOLE SPONSOR - \$7,500

- Verbal Recognition During Program
- Prominent Logo Recognition on:
 - Foundation Website
 - Registration Platform
 - All Event Signage
- Two Dedicated Sponsor Spotlight Posts on Social Media
- Premium Vendor Table Opportunity
- 15 Event Registrations (virtual or in-person)

FINISH LINE SPONSOR - \$2,500

- Two Sponsorships Available
- Logo Recognition on:
 - Event Signage
 - Registration Platform
- Inclusion in Group Social Media Sponsor Post
- Vendor Table Opportunity
- Six Event Registrations (in-person or virtual)

HALF-MILE MARKER SPONSOR - \$500

- Six Sponsorships Available
- Sign Recognition at Designated Half-Mile Mark
- Two event registrations (virtual or in-person)
- Vendor Table Opportunity

STEPS OF HOPE SPONSOR - \$5,000

- Logo Recognition on:
 - Foundation Website
 - Registration Platform
 - Event Signage
- Vendor Table Opportunity
- One Dedicated Sponsor Spotlight Post on Social Media
- 10 Event Registrations (virtual or in-person)

COMMUNITY OF LOVE SPONSOR - \$1,000

- Logo Recognition on:
 - Event Signage
- Inclusion in Group Social Media Sponsor Post
- Vendor Table Opportunity
- Four Event Registrations (virtual or in-person)

COMMUNITY TABLE OPPORTUNITY - \$150

- Display Table Opportunity
 - Tables are encouraged to provide a kid/family-friendly activity for participants to engage in
 - Permission to display marketing materials, resources, and giveaways at your table

IN-KIND SPONSORSHIP OPPORTUNITIES & BENEFITS

- **Fuel Our Mission! Provide any of the following for our 1,200+ participants:**
 - Bottled water, sports/recovery drinks
 - Refueling food (energy/granola bars, fruit, bagels, etc.)
 - Rental services such as stage, tables & chairs, tents, etc.
 - Photography/videography services
 - Various professional services for participants to enjoy during the event
- **The Value of In-Kind Sponsorship:**
 - Acknowledgment of your support to the community
 - Opportunity to distribute marketing materials, giveaways, or products at the event
 - Opportunity to set up a table at our event
 - Logo on social media platforms as an in-kind sponsor and on event signage

We will provide the number of items needed by October 1st.



MORE WAYS TO GET INVOLVED

- **Create a team, fundraise, and join us in-person or virtually!**
 - Join us in-person on October 25th to complete your chip-timed 5k or 1-mile remembrance walk!
 - Virtually participate: Run or walk anywhere & anytime between October 1st-31st!
- **Donate raffle items/baskets**
 - We are in need of raffle basket donations (preferably valued at \$50+), gift cards, and experiences for all to enjoy!

Customized sponsorship packages are available upon request to meet your unique branding and engagement goals. Please email Allie at allie@adalynrosefoundation.com if you have any questions or would like any additional information. We'd love to hear from you!

thank you

DISCOVERY
FEDERAL CREDIT UNION
BUTTERFLY SPONSOR

SPONSORSHIP COMMITMENT FORM

To ensure full recognition and inclusion in all promotional materials, please mail or email your sponsorship commitment by **Friday, September 25th, 2026.**

Company Name: _____

Point of Contact Name: _____

Company Mailing Address: _____

City, State & Zip Code: _____

Phone: _____ Email: _____

SPONSORSHIP LEVEL

- ☐ Presenting Sponsor
- ☐ Heart and Sole Sponsor
- ☐ Steps of Hope Sponsor
- ☐ Finish Line Sponsor
- ☐ Community of Love Sponsor
- ☐ Half-Mile Marker Sponsor
- ☐ Community Table Opportunity (**Table Only**)

If your sponsorship includes a logo, please email a PNG or JPEG file to nicole@adalynrosefoundation.com

PAYMENT OPTIONS

- ☐ Enclosed is a check for my sponsorship
- ☐ I'd like to pay via credit card for my sponsorship (+2.9% transaction fee)
- ☐ I am unable to sponsor this year, but please find a donation enclosed

Please make checks payable to:

Adalyn Rose Foundation
2744 Century Blvd.
Wyomissing, PA 19610

