

## Showcase your organization alongside LifePath and others on event day, Saturday, May 7th!

Come to 101 Munson Street in Greenfield with your exhibitor table, banner, materials, and creativity to share with walkathon participants.

The event usually draws 200 people on event day and will run from 10 a.m. to 1 p.m., with set up at 9 a.m.

There will be activities to draw and keep attendees onsite.

We hope you will be one of the reasons they will want to stay and remember this event for years to come!

## Create a fundraising team that demonstrates your partnership with and support of LifePath!

Here's a checklist to create team momentum early to carry you through Walkathon season:

- Commit to your fundraising effort in celebration of this 30th year.
- Have Carol Foote set up your individualized online giving link. This link automatically tracks the gifts given to YOUR fundraising effort. Contact her at [giving@lifepathma.org](mailto:giving@lifepathma.org).
- Secure the information you need to share messages of support for LifePath and why LifePath and its work are important to you.
- Start crafting and sending email messages that include the link for your family and friends to easily give online.
- Request a list of your previous supporters to easily reach out this year.
- Attend an online meeting on using social media to secure more gifts!
- Start posting your reasons for supporting LifePath on the social media you use, letting people know how to give.
- GO FUNDRAISERS AND TEAM MEMBERS!!!

## Make your commitment to sponsor today!

### YES! Count me in at this level:

- Opting for Independence** \$10,000
- Aging Gracefully** \$ 7,500
- Forever Your Friend** \$ 5,000
- Ardent Advocate** \$ 2,500
- Community Companion** \$ 1,000
- Care Coordinator** \$ 500
- At Your Service** \$ 250

Examples of intangible benefits received for sponsorship are:

- recognition on social media
- inclusion in The Good Life, a LifePath publication published weekly by the Greenfield Recorder and Athol Daily News
- organization name displayed on the event t-shirt
- ...and more!

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What ideas do you have? What resources do you have access to and can offer? Contact Carol Foote, Outreach and Development Director, with your ideas, questions or comments at 413-829-9199 or [giving@lifepathma.org](mailto:giving@lifepathma.org). Visit us at [www.lifepathma.org](http://www.lifepathma.org).

## Opportunities for Participation

# All Together Now Festival Celebrating LifePath's 30th Annual Walkathon

Saturday, May 7, 2022



**The All Together Now Festival  
Celebrating LifePath's  
30th Annual Walkathon  
will take place on Saturday, May 7  
from 10 a.m. to 1 p.m. at  
101 Munson Street in Greenfield.**

Because of what we do together every day to support older adults, individuals with disabilities, caregivers and others, we are looking to our community partners to add another element to this milestone event.

*Might you consider being a sponsor?*

*Will you build a fundraising team?*

*What about bringing your materials to display on event day?*

*Want to provide or be part of the event entertainment?*

Come be part of this event and help us tell the story of why this collaborative community is a great place to grow older together.

See the inside of this brochure for opportunities.

*In the time of a pandemic, we recognize that local and world status may change the course of an event. Please know that we will continue to stay on top of trends, advisories, and mandates as we plan LifePath's 30th annual Walkathon. The health and safety of all involved is our priority.*

Main Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_ (please list it exactly as it should appear in publicity)

Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Zip: \_\_\_\_\_

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

Please send information related to the following:

- Our business would like to form a fundraising team.  
 Our staff is interested in showcasing our organization on event day.  
 We are interested in sponsoring the Walkathon.

Please bill my MasterCard/Visa (circle one) in the amount of: \$ \_\_\_\_\_

(for sponsorships of \$1,000 or more, please send your company logo to: [giving@lifepathma.org](mailto:giving@lifepathma.org))

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Code: \_\_\_\_\_

Name Listed on Credit Card: \_\_\_\_\_ Signature: \_\_\_\_\_  
(the billing address you provided above should match the one on the card)