

## Showcase your Organization alongside LifePath and others on Saturday, October 18th at the Franklin County Fairgrounds!

Come to the Franklin County Fairgrounds with your exhibitor table, tent, banner, materials, giveaways, games and creativity to share with Walkathon participants. Set up begins at 8:30 a.m. (If you need to arrive earlier, please let us know)

Our event typically draws around 200 people on event day, but as this is a new venue for us, we are expecting a lot more people to attend. The walkathon will kickoff at 10am with registration/check in beginning at 9:30 a.m.

We hope that you will consider joining us on October 18th and that this will become a recurring event on your Fall schedule from year to year.

Thank you so much for your support of our efforts. We couldn't do it without You!

## Create a fundraising team!

Here's some quick steps to create team momentum early on to carry you across the finish line.

- 1) Start by signing up today at:  
<https://lifepathma.org/events-workshops/walkathon/>
- 2) Once you sign up, reach out to John O'Farrell to receive your individualized fundraising link at [jofarrell@lifepathma.org](mailto:jofarrell@lifepathma.org). You can share this link with family and friends and will record those gifts under your fundraising page.
- 3) If you have participated before, you can request a list of your previous supporters to easily reach out to them again this year.
- 4) You can also obtain a printable version of the donation form on our website using the link above that people can use to collect donations supporting the Walkathon.
- 5) Have Fun with Family & Friends on Saturday, October 18th.

## Various Sponsorship Opportunities Available!

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

- |   |                 |
|---|-----------------|
| <input type="checkbox"/> <b>Opting for Independence</b> | <b>\$10,000</b> |
| <input type="checkbox"/> <b>Aging Gracefully</b>        | <b>\$ 7,500</b> |
| <input type="checkbox"/> <b>Forever Your Friend</b>     | <b>\$ 5,000</b> |
| <input type="checkbox"/> <b>Ardent Advocate</b>         | <b>\$ 2,500</b> |
| <input type="checkbox"/> <b>Community Companion</b>     | <b>\$ 1,000</b> |
| <input type="checkbox"/> <b>Care Coordinator</b>        | <b>\$ 500</b>   |
| <input type="checkbox"/> <b>At Your Service</b>         | <b>\$ 250</b>   |

### Sponsorship Incentives Include...

- Table space at the event for your business.
- Recognition on website and social media platforms.
- Logo/Name included in The Good Life, a LifePath publication published in the Greenfield Recorder and Athol Daily News.
- Organization Logo/Name displayed on the event t-shirt (*deadline - Friday, Sept. 19*)
- .....and more!

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What ideas, games or activities do you have planned for your table? What resources or information will be available?

Please contact John O'Farrell with the details or any questions at 413-829-9211 or at [giving@lifepathma.org](mailto:giving@lifepathma.org)

Visit: <https://lifepathma.org/events-workshops/walkathon/>

## Community Organization Participation Sign Up Form

### LifePath's 33rd Annual Walkathon Franklin County Fairgrounds Saturday, October 18, 2025



### LifePath's 33rd Annual Walkathon Saturday, October 18th from 10 a.m. to 2 p.m. Franklin County Fairgrounds

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 family friendly event.

#### **So Many Ways to be Involved**

*Might you consider being a sponsor?*

*Build a fundraising walking team?*

*What about bringing your materials to display*

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

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

**See the inside of this brochure for opportunities.**

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 organization 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 Visa/MasterCard (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: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Name Listed on Credit Card: \_\_\_\_\_ Signature: \_\_\_\_\_

(the address you provide above should match the one on the card to avoid processing errors. Thank you!)