



The Character Chase 5K is the major fundraising event for the **Character Council of Western New York**.  
**100% of the proceeds are used to provide programs to the Western New York Community.**  
The 14th Annual Character Chase 5K event will be held **July 20, 2024**.

**After-race party is sponsored by and will be held at  
Carte Blanche and Mike's Service Station in Hamburg, NY**

Proceeds from the Chase are used to support annual programming including:  
"Champions for CHANGE" youth-leadership conferences for middle and high school students,  
Character Excellence Scholarships for high school seniors and character virtue posters  
for schools, businesses, churches and community buildings.

Your sponsorship will help us to provide these programs as well as introduce new character-focused initiatives into the community, supporting the Character Council of Western New York as we strive in our mission, "Better Me, Better We, Better Community" for the Western New York Region.

### **The Mission of the Character Council of Western New York**

Excellence in character is the principal foundation for enduring personal, familial, and organizational success. The Character Council of Western New York exists to enrich the understanding of the benefits of good character and to facilitate the continual development of character excellence for citizens throughout our community of Western New York.

**---To be included in our printed materials and on the Chase T-shirt, please respond as soon as possible ---**

**Yes, I want to be a "Character Chase 5K" Sponsor! Please indicate level.**

**\_\_ Bronze    \_\_ Silver    \_\_ Gold    \_\_ Platinum    \_ Diamond**  
Up to \$499    \$500 - \$999    \$1,000 - \$2,499    \$2,500 - \$4,999    \$5,000 +

**Please return your sponsorship form to: Character Chase 5K, P.O. Box 613, Hamburg, NY 14075**

**Please make checks payable to: The Character Council of Western New York**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

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

Monetary Donation Enclosed: \$ \_\_\_\_\_ In-Kind Donation Item \_\_\_\_\_

Value of In-Kind Product or Service \$ \_\_\_\_\_

***Door prize donations are respectfully declined.***



## Sponsorship Levels

### **Diamond Sponsor: (\$5000 +)**

*Monetary or In-Kind Product/Service Donation*

- Company Name and Logo and *Link* on our Website for (1) year
- Prominent placement* of Company Name on the Chase 5K T-Shirt
- A full set of our Character Virtue Posters
- Company Name mentioned at the Awards Ceremony
- Company Name recognition at the Starting Line and Finish Line
- (8) Race Registrations or (2) Corporate Team Challenge registrations included

### **Platinum Sponsor: (\$2,500 - \$4,999)**

*Monetary or In-Kind Product/Service Donation*

- Company Name on a Mile Marker or Water Station Sign
- Company Name and Logo on our Website for (1) year
- Company Name on the Chase 5K T-Shirt
- Company Name displayed at the Event
- (4) Race Registrations included or (1) Corporate Team Challenge Registration

### **Gold Sponsor: (\$1,000 - \$2,499)**

*Monetary or In-Kind Product/Service Donation*

- Company Name on our Website for (1) year
- Company Name on the Chase 5K T-Shirt
- Company Name displayed at the Event
- (2) Race Registrations included

### **Silver Sponsor: (\$500 - \$999)**

*Monetary or In-Kind Product/Service Donation*

- Company Name on our Website for (1) year
- Company Name on the Chase 5K T-Shirt
- Company Name displayed at the Event
- (1) Race Registration included

### **Bronze Sponsor: (up to \$499)**

- Name on our Website for (1) year and displayed at the event
- Company name on the Chase 5K T-Shirt for donations from \$250 - \$499

In-Kind and Product donations may include: bagels, cream cheese packets, pizza, bananas and oranges, paper products, bottled water, Gatorade, ice, and newspaper/media advertising. These donations will be categorized at the appropriate sponsorship level and receive benefits based on the value of the donation. ***Door prize donations are respectfully declined.***

Corporate Logos (Jpeg, png or gif format) and correspondence should be emailed to [characterchase@gmail.com](mailto:characterchase@gmail.com)

For more information on the Character Council of Western New York, visit: [www.charactercouncilwny.org](http://www.charactercouncilwny.org)

For questions relating to sponsoring the Character Chase 5K, please email: [characterchase@gmail.com](mailto:characterchase@gmail.com)

The Character Council of Western New York is a 501(c)(3) Not-For-Profit, a d/b/a of The Character Council of Hamburg, Inc.  
P.O. Box 613 Hamburg, NY 14075 ~ [characterchase@gmail.com](mailto:characterchase@gmail.com) ~ 716-649-2058 ~ [www.CharacterCouncilWNY.org](http://www.CharacterCouncilWNY.org)

**Thanks for your support**