

# TRIKE RACE

Relay to Tackle Hunger



United Way of Greater New Haven

## 2024 SPONSORSHIP



### PARTNER WITH UNITED WAY FOR GREATER NEW HAVEN'S FIRST TRIKE RACE TO HELP FAMILIES STRUGGLING WITH FOOD INSECURITY.

On April 18th, teams of adults riding child-size tricycles will compete in a fun-filled relay race! Riders, fans, business leaders and local celebrities will come together at the James Hillhouse High School - Floyd Little Athletic Center in New Haven to show their support for the teams and for United Way's work to end hunger. Sponsorship reserves your team's spot in the race.

Together, we can ensure that families in our region have enough to eat and can move from surviving to thriving!

SPONSORSHIP BENEFITS	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Role in awards presentation	✓		
Recognition in media outreach	✓	✓	
Recognition on event t-shirt	Logo	Logo	Name
Number of teams included	3 Teams	2 Teams	1 Teams
Featured in promotional material and email marketing (23,000 reach)	✓	✓	✓
Recognition as Champion Circle member (website, annual report)	✓	✓	✓
Social Media recognition (16,000+ followers)	✓	✓	✓



200+ Attendees



Food to Families



20,000+ Social Media Impressions

For more info, please contact Jessica Teta @ (203) 691-4231 or via email at [jteta@uwgnh.org](mailto:jteta@uwgnh.org)