



THE  
**PETEY  
GREENE**  
PROGRAM

# 2024 SPONSORSHIP BENEFITS

	<b>PLATINUM \$200K +</b>	<b>GOLD \$100K - \$199K</b>	<b>SILVER \$50K - \$99K</b>	<b>BRONZE \$25K - \$49K</b>
<b>CEO and PGP Rep to visit your company and speak about the PGP</b>	✓			
<b>PGP organized webinar or panel on topic of your choice related to the PGP</b>	✓	✓		
<b># of sponsored Justice Education Series webinars</b>	2	1		
<b># of opportunities to speak on CEO's radio show, Looking Forward</b>	1	1		
<b>Corresponding sponsorship level for 5K and Going Greene events</b>	Visionary	Advocate	Advocate (5K) Ally (GG)	Ally (5K) Friend (GG)
<b>Page space for thank you in 2024 Annual Report</b>	1/2	1/2	1/4	1/4

**BASE LEVEL  
(\$5K - \$10K) +  
ALL SPONSORS  
RECEIVE:**

- Customized t-shirts with the PGP's & your logos
- Opportunity to have PGP CEO speak to their organization via personalized webinar
- One virtual mixer with all PGP sponsors to meet & greet
- Logo on PGP's Our Funders webpage
- PGP Swag, including bookmarks, branded office materials, etc.

**NOT SEEING SOMETHING THAT WORKS FOR YOU? LET'S TALK CUSTOMIZATION.**

We are grateful that you are considering sponsoring the Petey Greene Program in 2024. Your sponsorship directly supports the academic goals of incarcerated and formerly incarcerated people through high-quality volunteer tutoring. Please get in touch with our Development Manager, Anna Kraft (akraft@peteygreene.org) for more information and with any questions



**3 R D A N N U A L**  
**R U N / W A L K F O R**  
**E D U C A T I O N J U S T I C E**

# 2024 SPONSORSHIP BENEFITS

	<b>VISIONARY \$25K +</b>	<b>CHAMPION \$15K - \$24K</b>	<b>ADVOCATE \$5K - 9K</b>	<b>ALLY \$1K - \$4K</b>
<b>Inclusion as Title Sponsor in all press and social media</b>	✓			
<b>Representative invited to speak at your choice of in-person race</b>	✓			
<b>Logo placement on 5K t-shirt given to all participants*</b>	✓	✓		
<small>*Must be confirmed by March 1</small>				
<b>Signage at all race sites</b>	Top of start/finish line	Side of start/finish line	2 signs on mile marker or water station	1 sign on mile marker or water station
<b># of included registration for the 5K</b>	<b>25</b>	<b>15</b>	<b>10</b>	<b>5</b>

## ALL SPONSORS RECEIVE:

- Logo placement on race bag
- Opportunity to distribute materials in race bag
- Dedicated table to distribute materials at event of your choosing
- Logo with link to company page featured on the PGP Funders webpage and event registration page
- Logo included as sponsor on all outgoing email messaging once sponsorship is confirmed
- Post-race acknowledgement in email blast and on event page

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To sponsor, please email Anna Kraft, Development Manager, [akraft@peteygreene.org](mailto:akraft@peteygreene.org). March 1 is the sponsorship deadline for logo placement on our 5K t-shirt.

# GOING GREENE

## 2024 SPONSORSHIP BENEFITS



ALL SPONSORSHIPS MUST BE CONFIRMED BY MAY 1, 2024. PLEASE CONTACT OUR DEVELOPMENT MANAGER, ANNA KRAFT AT [AKRAFT@PETEYGREENE.ORG](mailto:AKRAFT@PETEYGREENE.ORG) FOR MORE INFORMATION AND WITH ANY QUESTIONS.

	<b>VISIONARY \$100K+</b>	<b>CHAMPION \$50K - \$99K</b>	<b>ADVOCATE \$25K - \$49K</b>	<b>ALLY \$10K - \$24K</b>
<b>Inclusion as Title Sponsor in all press and social media, including invitation</b>	✓			
<b>Representative invited to speak during the program</b>	✓			
<b>Step-and-repeat for photography with your and the PGP's logos</b>	✓			
<b>Signature drink inspired by sponsor and logo on bar</b>	✓	✓		
<b># of signs around event space</b>	3	2	1	
<b># of free tickets to event</b>	20	15	10	5
<b># of slides included in live presentation</b>	2+ Video	2	1	1
<b># of pages of ad space in printed event program</b>	2	1	1/2	1/4

**ALL SPONSORS RECEIVE:**

- Acknowledgement during live gala program from CEO
- Logo featured on PGP Funders webpage and event website
- Opportunity to donate items to sports-themed auction
- Opportunity to distribute materials in the takeaway bags or provide coupon code with all Going Greene ticket purchases

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