March 1, 2022

Dear Prospective Sponsor,

The City of Graham strives to bring a truly unique events and programs to Alamance County, and would like for your organization to play a part. We are seeking to form a sponsor relationship with your business for the 5-week Graham Walks Spring 2022 program (April 20 – May 25). This event is being coordinated by the City of Graham Recreation & Parks Department. We believe your business could play a vital role in making this biannual (spring & fall) event a great way to encourage the community to stay active and learn about resources in our area to do so.

Graham Walks began in 2006 with a grant from the Health and Wellness Trust Fund. Graham Recreation & Parks wishes to continue to gain new interest in the self-motivating program and encourages past participants to join us once again this fall. We encourage participants to not only walk but to be active overall by setting their own personal goal utilizing a provided activity log.

Below you will find the sponsorship opportunity for the event, as well as the benefits. We invite your business to take advantage of the exceptional advertising and promotional opportunity as we strive to increase the profile of your company to our community and to your target market.

Estimated program participation: 150 per session

Spring 2022 Community Sponsor - $250 ($100 prize representing your business & $150 to the program)

- Small company logo on t-shirt all participants that complete the program receive
- Company logo and link to website on Graham Recreation website
- Name recognized on social media for the event (once a week for 5-weeks and recognized during the Facebook LIVE grand prize drawing)

If interested, please confirm no later than April 1, 2022 (invoice will be emailed). Sponsorships can be made by a check payable to the City of Graham or by VISA/MasterCard. We look forward to working with you on Graham Walks Spring 2022. Thank you in advance for your support of our community and this program.

For more information about sponsoring this event, please contact the Graham Recreation & Parks Program Supervisor, Emma Griffin, at egriffin@cityofgraham.com or call (336) 513-5510