

Sponsorship Opportunities



10 DAYS OF 10KS 2025





2025 10 Days of 10Ks Sponsorship Opportunities

The 8th Annual 10 Days of 10Ks will take place July 11-20, 2025!

FOR 10 DAYS IN A ROW, you're invited to join a daily group run or walk to benefit MEND - a network of 22 food pantries and over 40 community partners serving Essex County. Your support helps MEND deliver fresh, nutritious food to neighbors who need it most, strengthening the health and well-being of our entire community.

The concept is powerfully simple: a casual, non-competitive challenge that highlights how movement, community, and nutrition are all connected—because living well and giving well go hand in hand. Last year, nearly **300 participants** came together to build community and make a real difference through 10 Days of 10Ks.

Each group run or walk follows a mapped 5K loop, so athletes of all levels can join in. Every day is hosted by a different member of the fitness community. You can participate for one day, all ten, or anything in between. The suggested minimum donation is \$10, and if you give \$30 or more, you'll receive a bright green technical tank.

Every dollar raised goes directly to MEND, so your donation or sponsorship is 100% tax-deductible.

Sponsorship Benefits and Levels:

All sponsors are recognized on the 10 Days of 10Ks event donation page, the MEND website, and MEND's social media (Facebook and Instagram). Sponsor names and logos are featured on event signage and included in daily photos-shared widely throughout the event! Sponsors will receive event shirts, so your family, friends, or staff can show their **Team Green Bean** pride.

- **\$500 Neighborhood Nourisher Sponsors:** Perfect for individuals or small businesses who want to support a healthier, stronger Essex County.
- **\$1,000 Wheels on the Bus Sponsors:** Named after MEND's beloved Green Bean bus, this sponsor level helps keep our mission rolling strong across Essex County!
- **\$2,500 Harvest Hero Sponsors:** You're digging in to help MEND grow its impact. This sponsor level shows your commitment to a healthier, more equitable food system.
- **\$5,000 Farm to Finish Sponsors:** This level fuels the full journey—from farms to families—while putting your brand front and center in the movement for fresh food equity.

Want to make an even bigger impact? If you'd like to explore a custom or higher-level sponsorship opportunity, we'd love to connect.

To sponsor, visit the 10 Days of 10Ks event page or send a check to:

MEND | P.O. Box 1304, Maplewood, NJ 07040

We will follow up to ensure your recognition and event shirts are just right.

Thank you for fueling the fun—and for helping build a healthier, stronger Essex County.



With gratitude,

Jessica Lituchy
Chair, 10 Days of 10Ks
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Robin Peacock
MEND Executive Director
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robin@mendnj.org



10 DAYS OF 10KS

Sponsorship Levels

Neighborhood Nourisher Sponsor

Includes:

- 6 event shirts
- Event page listing
- Shout-out in the MEND newsletter
- Group social media thank-you
- Name on event signage at all 10 runs

\$500

Wheels on the Bus Sponsor

Includes:

- 12 event shirts
- Event page listing
- Mention in the MEND newsletter
- Tag on MEND social media
- Logo (small) on event signage

\$1,000

Harvest Hero Sponsor

Includes:

- 15 event shirts
- Featured listing on event page
- Highlight in the MEND newsletter
- Individual spotlight on MEND social media (1 dedicated post)
- Logo (medium) on event signage

\$2,500

Farm to Finish Line Sponsor

Includes:

- 20 event shirts
- Logo with link in MEND newsletter
- Dedicated social media feature (story + post)
- Verbal recognition during live run events
- Logo (large) on primary signage at all 10 runs
- Inclusion in post-event donor impact report

\$5,000

FUEL THE FUN

Please note: we need your sponsorship commitment and any graphic design elements by **June 25th** in order to make the deadline for signage!



Interested in making an even bigger impact?

If you'd like to explore a custom or higher-level sponsorship opportunity, we'd love to connect.

Contact Stacey Villafuerte
for more info



862.250.5216, ext. 5



stacey@mendnj.org