LACE UP YOUR SNEAKERS, BEACONS!

Join alumni, faculty, staff, students, corporate sponsors, and friends for UMass Boston’s signature fall fundraising event: the Beacon 5K.

Choose your own adventure! Join us on UMass Boston’s campus for a run/walk on the scenic Harbor Walk or join “virtually” at a location of your choosing. In-person participants can choose to participate competitively as a timed runner or may run/walk at their own pace. Not interested in running/walking? Join us for the after-party!

A donation of $25 per attendee to either the Krystle Campbell Scholarship Fund or the Young Alumni Council Scholarship is suggested.

Registration includes: entry to the 5K with a chipped bib to time your progress; the opportunity to win a $100 gift card to UMass Boston’s Bookstore; admission to the after-party with lunch and activities; and a UMass Boston 5K t-shirt!

Sponsorships from $500 to $10,000 are available.
The Beacon 5K will be the signature fall fundraising event for UMass Boston. With your support, we can help more students complete their degree. Sponsors can choose to support the Krystle Campbell Scholarship Fund or the Young Alumni Council Scholarship. Join as an event sponsor and get visibility to more than 45,000 people.

**PRESENTING SPONSOR: $10,000**
- Admission for 30 event participants
- Prominent recognition on event website (hyperlinked logo)
- Logo on all event-related marketing materials
- Logo included in monthly alumni e-newsletter sent to 45,000 alumni
- Logo included in monthly alumni events digest sent to 45,000 alumni
- Recognition via social media
- Prominent logo placement on promotional event signage displayed around campus (Beacon 5K presented by [sponsor name])
- Prominent logo placement on start/finish line signage
- Prominent logo placement on signage at after-party
- Mention during speaking program at start-line
- Mention during speaking program at after-party speaking programs
- Reserved table at after-party
- Prominent logo placement on 500 event T-shirts
- Check presentation/photo acknowledgement of contribution
- Logo on UMass Boston’s marathon team singlets*

**GOLD SPONSOR: $5,000**
- Admission for 20 event participants
- Prominent recognition on event website (hyperlinked logo)
- Logo on all event-related marketing materials
- Name included in monthly alumni events digest sent to 45,000 alumni
- Recognition via social media
- Prominent logo placement on promotional event signage displayed around campus
- Prominent logo placement on start/finish line signage
- Prominent logo placement on signage at after-party
- Mention during speaking program at after-party
- Reserved table at after-party
- Logo on 500 event T-shirts
- Check presentation/photo acknowledgement of contribution
- Logo on UMass Boston’s marathon team singlets*
SILVER SPONSOR: $2,500
- Admission for 15 event participants
- Recognition on event website (hyperlinked logo)
- Logo on all event-related marketing materials
- Name included in monthly alumni events digest sent to 45,000 alumni
- Logo on promotional event signage displayed around campus
- Logo on start/finish line signage
- Logo on signage at after-party
- Mention during speaking program at after-party
- Logo on 500 event T-shirts
- Logo on UMass Boston’s marathon team singlets*

BRONZE SPONSOR: $1,000
- Admission for 10 event participants
- Recognition on event website (hyperlinked name)
- Name on all event-related marketing materials
- Name included in monthly alumni events digest sent to 45,000 alumni
- Logo on start/finish line signage
- Logo on signage at after-party
- Logo on 500 event T-shirts
- Logo on UMass Boston’s marathon team singlets*

MVP SPONSOR: $500
- Admission for 5 event participants
- Recognition on event website (hyperlinked name)
- Name on all event-related marketing materials
- Name included in monthly alumni events digest sent to 45,000 alumni
- Name on start/finish line signage
- Name on signage at after-party
- Name on 500 event T-shirts
- Logo on UMass Boston’s marathon team singlets*
Please submit your logos by the following deadlines to be included:

- Logo on all event-related marketing materials (On a rolling basis; we’ll include you for any materials produced after your commitment. The last communication will be a post-event email to registered guests.)
- Logo on promotional event signage displayed around campus (By August 25)
- Name included in monthly alumni e-newsletter (By September 10 for the September Newsletter)
- Name included in monthly alumni events digest (By August 31 for the September email)
- Prominent logo placement on start/finish line signage (By September 10)
- Prominent logo placement on signage at after-party (By September 10)
- Prominent logo placement on event T-shirts (By September 10)
- Logo on UMass Boston’s marathon team singlets* (By September 10)

*The benefit of being included on the marathon apparel is available for sponsors selecting the Krystle Campbell Scholarship as their designation (sponsors may choose between supporting the Krystle Campbell Scholarship or the Young Alumni Council Scholarship).

Reserve your sponsorship online at umb.edu/beacon5k or by contacting:
Heather A. Brigham
617-287-5323
heather.brigham@umb.edu