



# Run for Refugees Sponsorship Opportunities

[RUNFORREFUGEES.ORG](https://runforrefugees.org)

Produced by IRIS

in collaboration with JB Sports



# WHO WE ARE

**IRIS: Integrated Refugee & Immigrant Services is a non-profit 501(c)(3) organization dedicated to helping refugees & other displaced people establish lives in the United States & contribute to the vitality of their new communities.**

We provide a multitude of services to our clients, including housing assistance, legal services, enrolling children in schools, employment assistance, and more. We empower these people to succeed and achieve self-sufficiency while adjusting to life in their new homes.

Now in its 17th year, the Run for Refugees has mobilized people from around New Haven, the country, and even the globe to show their support for refugees and other displaced people.

Participants have the option to join IRIS for a 5K walk or run through New Haven's East Rock neighborhood on Super Bowl Sunday, or participate virtually from anywhere in the world. The event also draws in prominent politicians and community leaders, food trucks, and performers from around Connecticut.



**By joining as a sponsor, brands can reach thousands of passionate people. Use your sponsorship to build brand loyalty, attract new customers, and show your commitment to the American tradition of welcoming refugees. We would love to have you as a partner!**

**To learn more about IRIS and the Run for Refugees, visit us at [irisct.org](http://irisct.org).**





## RUN FOR REFUGEES BY THE NUMBERS

**Participation:** This iconic New Haven event has grown from only 360 runners in its first year to over **3,000 in-person participants**, raising money for IRIS' services, and generating public awareness and support for refugees. Many more participate virtually, broadening our reach even further.

**Community Reach:** In addition to race participants, IRIS has an active and passionate base of followers and supporters. Gain online visibility for your organization, business, or cause.

**10K Facebook followers**

**6K Instagram followers**

**20k+ email newsletter subscribers**

# 2023 SPONSORSHIP OPTIONS + PERKS

**Reply by December 1st**

Sponsors are critical to making the Run for Refugees a success. Sponsors help cover the cost of the race, allowing as much money as possible to go towards helping our clients.

**By becoming a sponsor, you will show your support for refugees and all immigrants, while gaining publicity and promoting your organization to our strong network of supporters.**

Description	Premier \$20,000	Diamond \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$1,000
Event registration	20	10	7	5	2
Sponsor testimonial video	✓				
Mention in press release	✓				
Mention in radio spots	✓	✓			
Company rep at opening ceremony	✓	✓			
Vendor table	✓	✓	✓		
Mention at VIP event	✓	✓	✓		
Logo on runners' bibs	✓	✓	✓		
Logo on selfie banner	✓	✓	✓		
Logo on start/finish banner	✓	✓	✓		
Company rep at award ceremony	✓	✓	✓	✓	
Logo on race shirts (3k+ runners)	✓	✓	✓	✓	
Variable-size logo on race website	✓	✓	✓	✓	✓
Social media mention (15k+ followers)	✓	✓	✓	✓	✓
Email mention with logo (20k subscribers)	✓	✓	✓	✓	✓

Have questions? Contact Venu Thirumala, Annual Fund Manager, at [vthirumala@irisct.org](mailto:vthirumala@irisct.org), or call (203) 562-2095 x 264 to discuss how we can activate your brand through this event.

**In-Kind Sponsorships:** If you have a great product, service, or food item, these can also be added to your sponsorship. Email [vthirumala@irisct.org](mailto:vthirumala@irisct.org) about adding in-kind value to your cash sponsorship, or providing a fully in-kind sponsorship.

# SPONSOR THE RUN FOR REFUGEES



Only with your partnership can we make the 2024 Run for Refugees a success, and make sure refugees feel welcome and supported in our community.

**If you want to show your support for refugees as a sponsor, fill out the form below with your preferred sponsorship. We must receive your commitment and logo by December 1st to take advantage of all benefits.**

Please complete this form, and mail to IRIS, 235 Nicoll St, New Haven, CT 06511.  
Checks made payable to IRIS.

☐ I/We, \_\_\_\_\_ (name), will contribute \$\_\_\_\_\_,  
and wish to be recognized as a sponsor of the 2024 Run for Refugees at the following level:

☐ **PREMIER** \$20,000    ☐ **DIAMOND** \$10,000    ☐ **GOLD** \$7,500    ☐ **SILVER** \$5,000    ☐ **BRONZE** \$1,000    ☐ **IN-KIND SPONSORSHIP**

☐ I/We can't sponsor at this time, but would like to make a charitable contribution of \$\_\_\_\_\_ to support IRIS' work empowering refugee families.

☐ I/We cannot sponsor this year, but would like to be approached in 2025.

## Contact Information

\_\_\_\_\_  
Organization or Name for recognition

\_\_\_\_\_  
Representative Name

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City      State      Zip

\_\_\_\_\_  
Phone      Email- required

## Payment Information

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date      Security Code

\_\_\_\_\_  
In-Kind Information

### For wire transfers, please transfer funds to:

Account Name: IRIS  
Bank Name: Bank of America  
Routing Number: 011900254  
Account Number: 385019175188  
Bank Address: 323 Temple St.,  
New Haven, CT, 06510

IRIS is a 501(c)(3) tax-exempt organization and all donations are tax deductible to the fullest extent allowed by law.  
Our tax exempt number is 06-0653044.



# THANK YOU!

