



STEP UP FOR COLLEEN 5K WALK/RUN

2026 Sponsor Guidelines

Tips for getting the most out of your sponsorship!

.....

Make It a Morning

Be completely set up by 8 a.m. and have your table staffed at all times until at least 11 a.m. If you will be late or will need to leave early, **please notify us by Friday, April 24** as this may affect where we place you on the green. Out of respect for our other sponsors, our emcees, and our attendees, **do NOT start breaking down your table until 11 a.m. at the earliest.**

Bring a Crew

If you can staff your booth with at least two people, that will allow you to talk to more attendees, and to explore the green to interact with and take photos with our special guests. (In recent years, special guests have included the New England Patriots Cheerleaders, Pat Patriot, Boston Bruins Mascot Blades, Wally the Green Monster, Miss Massachusetts USA, Todd Angilly, and more.) The more the merrier!

Plan Ahead

Let your clients, customers and social media followers know you will be there and what you have planned for the day. Contact us in March for event posters to hang up in your business. Be sure to [RSVP for the Facebook event](#) and share it widely. Tag us in your social media posts on [Instagram](#), [Facebook](#) and [X \(formerly Twitter\)](#) and use the hashtag **#StepUp4Colleen**. You could even “go live” from your table on race day!

Make It Fun

Small giveaway items such as candy, pencils or frisbees are always popular. Holding a drawing at your table for a prize will allow you to collect contact information from those who stop by. Get creative!

Know Our Audience

Our event attracts more than 3,500 runners and walkers, including many families, kids, teachers, etc. The green can get very busy, especially if the weather is nice. We suggest you bring WAY more business cards, entry forms, freebies, etc. than you think you will need.

Think Pink

Colleen’s favorite color was pink, and you will see pink everywhere at our event. Consider adding some touches of pink to your table or even your outfit!

Let Us Know What You’re Thinking

Will you be bringing any interactive games, photo backdrops, special guests, etc.? Let us know! This will help us place you in the appropriate place in the park.

Please contact sponsorships@colleenritzer.org with any questions or updates.

Thank you for your support!