



 Lifesong Inc.



**LIFESONG DASH 2025**

# Sponsorship Proposal

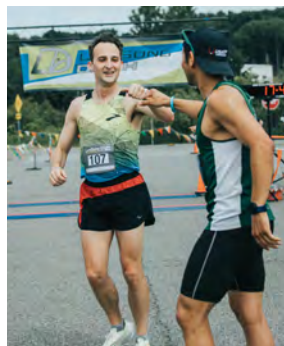


**SATURDAY, JUNE 7**  
**HALFMOON TOWN PARK**



“With great excitement and enthusiasm, I wish to introduce LifeSong Inc., a local 501c3 non-profit corporation, which opened its doors in 2011 to serve people with intellectual and developmental disabilities throughout the Capital District. To help us succeed in our endeavors, I invite you to join LifeSong Inc. in sponsoring the Dash. Your investment strengthens our Mission to Love, Enhance, Equip, and Inspire those served. LifeSong Inc. has provided meaningful and productive activities through this Mission and Vision of excellence. Your support is greatly appreciated by us and the countless others whose lives will be cared for, encouraged, and changed.”

- Philip Catchpole, Executive Director  
LifeSong, Inc.



# LifeSong, Inc.

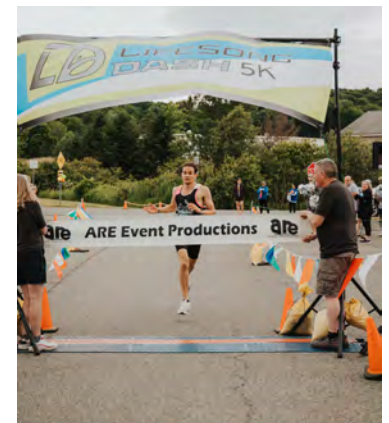
Through community volunteerism, skill enhancement, and independence development, we strive to see every participant reach their fullest potential. Our Community-Based Day Habilitation Program provides direction and a framework for growth in character and personal skills. Our Supported Employment Department expands life choices and creates strong candidates for jobs and services throughout the Capital Region.





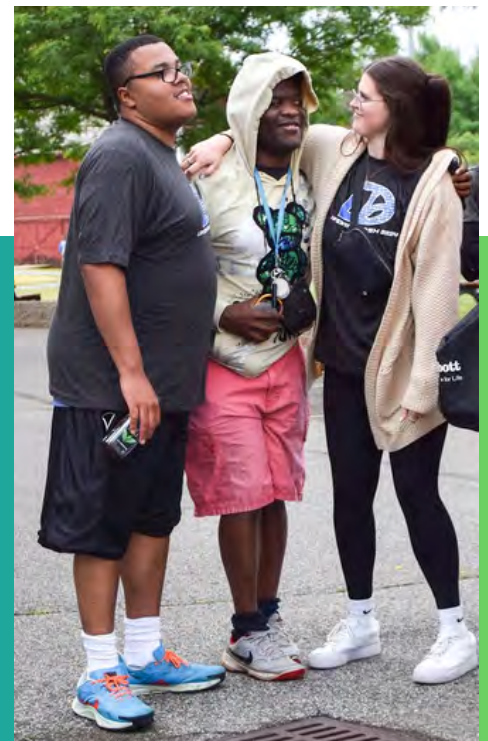
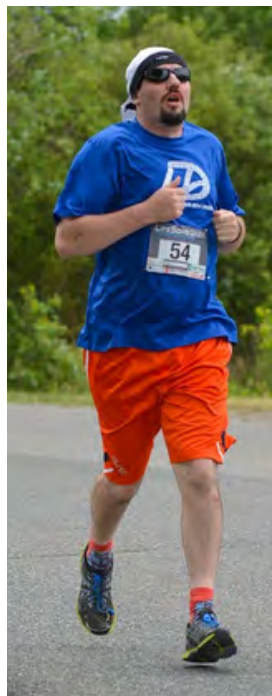
Every life matters. Everyone should let their LifeSong sing!

# The LifeSong Dash



The LifeSong Dash is a USATF-sanctioned 5K that brings together the top road racers from across the Northeast as well as novice joggers and walkers. Over 400 competitors joined us in 2024! But "Dash Day" is more than just a race! It also features the Junior Dash kids' run, food trucks, face painting, live music and dancing from LifeSong participants, and more! All proceeds from the Dash directly benefit LifeSong's commitment to their participants.

The Dash is LifeSong's main community outreach and awareness event. 5  
Our participants call it the "Best Day EVER"!



“LifeSong has been a part of our family for the last 13 years. Phil & Jill’s vision of providing a loving, inspiring environment has blossomed from a small group to a major community resource for the Capital District.

The money raised through the LifeSong Dash is a major source of helping to fund the outstanding programs that LifeSong provides.”

--Paul Testo, 2024 Executive Director Award Recipient



# At LifeSong, we're building something GREAT... **BUT WE NEED YOUR HELP!**



LifeSong, Inc. is a highly coveted non-profit agency serving people with intellectual and developmental disabilities. Our proven track record and esteemed reputation in the community have translated into growth opportunities and a vision for the future! These growth opportunities have necessitated expanding our footprint at our Plaza 8 location, acquiring another 1750 sq ft! The LifeSong Dash is our largest yearly fundraising effort and we are asking for YOUR help to cross the finish line!



**Would you consider becoming  
a LifeSong Dash sponsor?**

# LifeSong Dash Sponsorship Levels

Mile 1  
YOUR LOGO COULD  
BE HERE!  
LIFE SONG DASH 2024

## “GOLD LEVEL” - \$2,500 AND UP

- Two acknowledgments on public address (one pre, one post-race), including award presentation and optional address by a company representative
- Company logo posted on unique course marker during race and welcome banner at entrance to park on “Dash Day”
- Special recognition of sponsorship level and hyperlink to your company website at LifeSongDash.com
- Minimum of THREE company logo placements on LifeSong’s social media (Main Facebook page, Facebook private family page, and Instagram)
- LARGE logo placement on LifeSong Dash runners’ shirts
- Featured article in LifeSong Post agency newsletter
- EIGHT complimentary 2025 LifeSong Dash entries

### Thank You to our LifeSong Dash Gold Sponsors:



“It has been fun to watch you build a great organization and all of the great services that you provide to the community. I am proud of you and all of your employees for what you have been able to accomplish over the years.”

-- Dan Cavaretta, Cornerstone Capital Wealth Management



# LifeSong Dash Sponsorship Levels

**“SILVER LEVEL” - \$1,000 AND UP**

- One acknowledgment on public address (pre- or post-race, time permitting)
- Company logo placed on shared course marker during race
- Hyperlink to company website at [LifeSongDash.com](http://LifeSongDash.com)
- Minimum of TWO company logo placements on LifeSong social media (Main Facebook page, Facebook private family page, and Instagram)
- MEDIUM logo placement on LifeSong Dash runners' shirts
- FOUR complimentary 2025 LifeSong Dash entries

**Thank You to our LifeSong Dash Silver Sponsors:**



"My sister Kathy was a little nervous, not knowing what to expect when she started the Lifesong program. It soon became a second family to her. We have seen her grow from a quiet, unsure individual to a social butterfly full of confidence. Lifesong has been a blessing to our family and we would not know what to do without their support."

-- Marie Colucci, Principal Agent - Adams Station Insurance

# LifeSong Dash Sponsorship Levels

## “BRONZE LEVEL” - \$500 AND UP

- Hyperlink to company website at LifeSongDash.com
- Minimum of ONE company logo placements on LifeSong social media (Main Facebook page, Facebook private family page, and Instagram)
- SMALL logo placement on LifeSong Dash runners’ shirts
- TWO complimentary 2025 LifeSong Dash entries

Thank You to our LifeSong Dash Bronze Sponsors:



“Giving to the LifeSong Dash is a meaningful way to support participants of LifeSong who are facing challenges, providing them with essential resources and assistance. It fosters a sense of community and solidarity, showing those in need that they are not alone in their struggles. LifeSong provides essential support in our community and at its core is love.”

- Paul B. Harding, Managing Partner - Harding Mazzotti, LLP



**For those who would like to contribute under the \$500 level, we are pleased to offer our Online Auction for the fourth year! Through the BiddingOwl.com platform, the Dash Auction allows local businesses to provide gift cards, products, services, etc. to the highest bidder with all proceeds going directly back to LifeSong! And for 2025, *ALL AUCTION VENDORS WILL HAVE THEIR BUSINESS NAME INCLUDED ON THE DASH RUNNERS' SHIRT!***

### **Thank You to our LifeSong Dash Auction Vendors:**

The New York Yankees  
Orange Theory Fitness  
Olde Bryan Inn  
Hayner's Ice Cream  
Pirate's Hangout  
FoCastle Farms

Spare Time Entertainment  
Tri-City Valley Cats  
Malta Drive-in  
The Bunker, Clifton Park  
Applebee's, Glenville  
DeVoe's Orchards  
Benson's Pet Center

Saratoga Performing Arts Center  
Via Aquarium  
Ninja Lab Saratoga  
Kulak's Nursery  
TGIFriday's, Clifton Park  
Vischer Ferry General Store



*To become an auction vendor,  
email [lifesongdash@lifesonginc.org](mailto:lifesongdash@lifesonginc.org)*

# Become a Volunteer



\*Corporate programs ENCOURAGED to participate!

\*Tasks for all abilities

\*FREE breakfast and T-shirt

**To volunteer email [lifesongdash@lifesonginc.org](mailto:lifesongdash@lifesonginc.org)**



**THANK YOU**



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LOVE. ENHANCE. EQUIP. INSPIRE.