



# 2026 **LIFESONG DASH** SPONSORSHIP PROPOSAL

SATURDAY, JUNE 6  
HALFMOON TOWN PARK



# LIFESONG INC.

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## ABOUT OUR COMPANY

“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.”

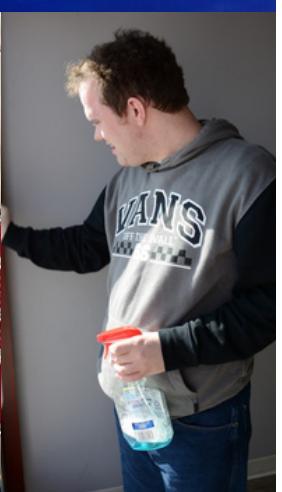
- Philip Catchpole, Executive Director  
LifeSong, Inc.



# DAY HABILITATION



LifeSong provides quality and meaningful services for adults with developmental disabilities, enriching their lives and the lives of their families. At LifeSong Inc. we have a team of highly qualified, trained professional staff that share LifeSong's Mission and Vision while moving forward with united purpose.



# EMPLOYMENT



EVERY LIFE MATTERS.  
EVERYONE SHOULD LET THEIR LIFESONG SING!

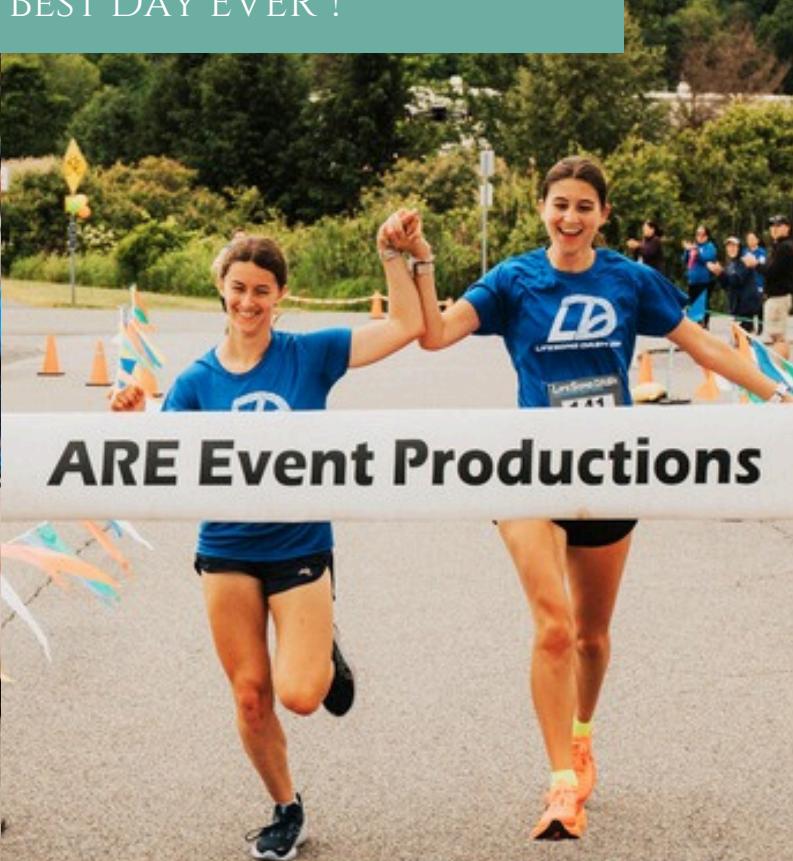
LifeSong's Supported Employment department supports adults with developmental disabilities at every step of the vocational process, equipping each person with the skills they need to be successful in the marketplace. We offer part-time and long-term job placement. Experienced employment coaches support each person in finding and maintaining vocational pursuits in the community.



# THE LIFESONG DASH

The LifeSong Dash is a USATF-sanctioned and certified 5K that brings together runners, joggers, and walkers of all abilities from across the Northeast and beyond! "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 EVENT.  
OUR PARTICIPANTS CALL IT THE "BEST DAY EVER"!





"Working with LifeSong has been an inspiring experience. Their impact goes beyond education, fostering meaningful growth and brighter futures for those they serve. This race brings us together as a family, helping support this remarkable group."

-Aaron Cote, Chief - John McLane Hose Co., Rexford, NY

2025 LifeSong Executive Director Award Recipient



# THE 2025 DASH



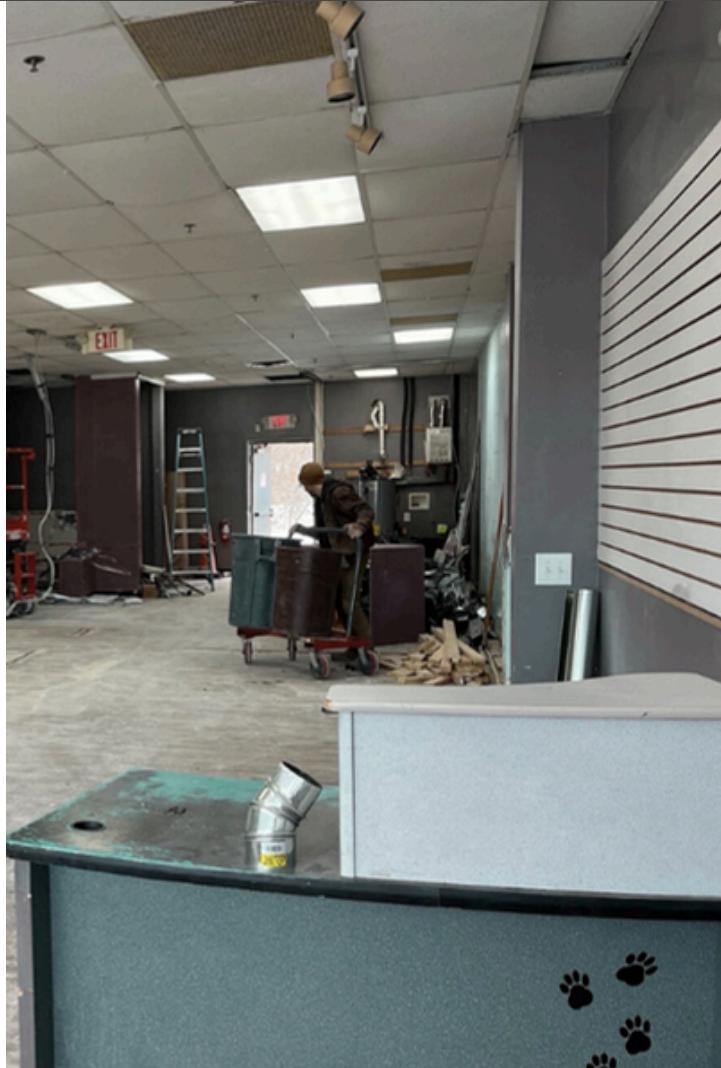
Last year's 5K was unprecedented in many ways, with over 1.5 inches of rain falling during the morning! Despite the conditions, 220 determined competitors ran the course while hundreds more cheered them on. It was the greatest LifeSong Dash yet, with over \$45,000 raised toward continued expansion, renovation projects, and programming for our participants.



# OUR GROWTH

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! This has necessitated expansion at our Plaza 8 location in Clifton Park! We also intend to increase our enrollment by over 30% in the next two years. The LifeSong Dash is our largest yearly fundraising effort and we are asking for YOUR help to make our vision a reality!

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



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

# DASH SPONSORSHIP

## 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](http://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 2025 LIFESONG DASH GOLD SPONSORS:

**REGENERON**

CORNERSTONE CAPITAL  
WEALTH MANAGEMENT



**M&T Bank**

 **SIMMONS  
CAPITAL GROUP**  
Honest, Objective Financial Advice

 **NEW COUNTRY**  
TOYOTA OF CLIFTON PARK

 **PECKHAM  
INDUSTRIES, INC.**

“Simmons Capital Group is proud to once again partner in support of the 2026 LifeSong Dash. After a wonderful experience sponsoring the 2025 event, we’re excited to continue our commitment to building a stronger, healthier, and more connected community. We’re grateful for the dedication of the Catchpole family, the LifeSong staff, volunteers, and every participant who supported this incredible organization.”

- Christine Somers, Director of Marketing/Client Services,  
Simmons Capital Group

# DASH SPONSORSHIP

## 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 2025 LIFESONG DASH SILVER 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

# DASH SPONSORSHIP

## BRONZE LEVEL

**\$500 AND UP**

- Hyperlink to company website at [LifeSongDash.com](https://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:



D. Dixon and



Sons Trucking, INC.



"LifeSong's work is nothing short of inspiring, and partnering with them has become one of the most meaningful parts of Sam's Club's community outreach. Their mission actively strengthens families and transforms lives right here in our community, and we feel privileged to support them through donations, event sponsorships, and hands-on volunteer service. Every year at the LifeSong Dash, we're reminded firsthand of the passion, dedication, and the real difference they make. It's an honor to stand alongside them."

– Mike Murray, Community Outreach Coordinator - Sam's Club



# ONLINE AUCTION

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

## THANK YOU TO OUR 2025 LIFESONG DASH AUCTION VENDORS:

The New York Yankees  
Smoke Free Times  
SPAC  
Ted's Fish Fry  
Tri-City Valley Cats  
Generation Axe  
Tree House Brewing  
Ripe Tomato

Lodge at Schroon Lake  
Spare Time Entertainment  
Druther's  
Albany Ninja Lab  
Olde Bryan Inn  
Pirate's Hangout  
The Bunker, Clifton Park  
Grecian Gardens  
FoCastle Farms

Nonantum Resort  
Lake George Steamboat Co.  
Emma Jayne's  
Malta Drive-In  
Placid Boatworks  
Hayner's Country Store  
Green Grocer  
DeVoe's Country 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)



# 2026 **LIFESONG DASH**



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**LifeSong Dash Director (RRCA Certified)**  
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