



Dear Corporate Sponsor,

When your business supports Sparrow’s Nest, people notice — and they remember. Our supporters are fiercely loyal to the companies that help feed local families facing a cancer diagnosis, and they show it with their dollars, their gratitude, and their word-of-mouth.

Our events don’t just draw a crowd — they sell out fast. Year after year, attendance climbs, excitement builds, and your brand gets front-and-center exposure to some of the most engaged community members in the Hudson Valley.

With over 15,000 followers on Facebook, 10,000 newsletter readers, and thousands more engaging with us across the region, your partnership puts your business in front of an audience that doesn’t just scroll by — they show up, they support, and they share. Sponsors are featured on our website and displayed on our Sparrow’s Nest delivery truck — a moving symbol of hope that travels thousands of miles across the area each year. Your business literally drives our mission forward.

When you sponsor Sparrow’s Nest, you’re not just getting visibility — you’re building trust and goodwill with the people who make this community strong.

We’ve included the 2026 sponsorship opportunities for your review. Whether you’ve supported us before or are considering joining us for the first time, know that your partnership directly fuels our mission — and the community sees it, celebrates it, and supports it.

Warmly,

Krista Jones
Executive Director of Sparrow’s Nest

Corporate Sponsor Form - Please fill out and return with payment to Sparrow’s Nest

Business Name(for printed material): _____ Contact Person: _____

Corporate Sponsor Level: Sparrow \$25,000* Eagle \$20,000* Falcon \$15,000* Starling \$10,000* Cardinal \$7,500* Robin \$5,000*

Mailing Address: _____

Phone Number: _____ Email Address: _____

PAYMENT OPTIONS:

- CHECK, please make checks payable to “SPARROW’S NEST”
- VISA//MC/AMEX/DISCOVER # ** _____ EXP: _____ CVC CODE _____
- SIGNATURE _____ DATE: _____ CHARGE: \$ _____

PAYMENT TERMS:

- One time payment of \$ _____
 - 4 quarterly payments of \$ _____ for a total of \$ _____
 - 12 monthly payments of \$ _____ for a total of \$ _____
- *Approximately 75% of your donation will be tax-deductible.*
***All payments made with a credit card will be subjected to a 3% credit card processing fee.*

Please reach out to Chauntel Shaffer, our Assistant to the Executive Director, with any questions:

Email: Cshaffer@sparrowsnestcharity.org

REV: 10/22/025



Sponsorship Benefits

SPARROW*		EAGLE		FALCON		STARLING		CARDINAL		ROBIN	
\$25,000		\$20,000		\$15,000		\$10,000		\$7,500		\$5,000	
BENEFIT	VALUE	BENEFIT	VALUE	BENEFIT	VALUE	BENEFIT	VALUE	BENEFIT	VALUE	BENEFIT	VALUE

Logo on Sparrow's Nest online donation form		\$6,000										
Logo on Sparrow's Nest truck		\$5,000		\$5,000								
Featured Article in the Chirp		\$1,000		\$1,000		\$1,000						
Logo with link in monthly Chirp		\$3,000		\$3,000		\$3,000						
Name in monthly Chirp								\$1500		\$1500		
Dessert Shift and Branding on Dessert and Meal		\$5,000										
Dessert Shift and Branding on Dessert				\$1,000		\$1,000		\$1,000				
Logo with link on SN website		\$3,000		\$3,000		\$3,000		\$3,000				
Name on SN website										\$1,500		\$1,500
Exclusive Thank You Party at Sparrow's Nest		Priceless		Priceless		Priceless		Priceless		Priceless		Priceless

EVENT BENEFITS

Superhero	Captain America	\$5,000	Superman	\$4,000	Superman	\$4,000	Wonder Woman	\$3,000	Incredibles	\$2,000	Spiderman	\$1,500
Farm to Table Gala	Presenting	\$10,000	Farmers Market	\$8,000	Harvest	\$6,000	Bounty	\$4,000	Bounty	\$4,000	Garden	\$2,000
Nest Fest (details coming soon!)		\$1,000		\$1,000		\$1,000		\$500		\$500		\$500
Giving Tuesday	Table Setter	\$1,000	Meal Matcher	\$500								
**Team Sparrow Destination Experience	Team Sparrow	\$6,000	Team Sparrow	\$6,000								

TOTAL VALUE		\$46,000		\$32,500		\$19,000		\$13,000		\$9,500		\$5,500
TOTAL SAVINGS		\$21,000		\$12,500		\$4,000		\$3,000		\$2,000		\$500

*Our Sparrow partners also enjoy industry exclusivity

**Exclusive benefit for our Sparrow and Eagle partners; includes a 2-night Team Sparrow experience for one or two individuals

Team Sparrow Experience

- Two night Team Sparrow experience includes:
- Accommodations at Team Sparrow hotel (same room)
 - Individual choice runner bib(s) (half, 10k, or 5k as available)
 - Team Sparrow training shirt(s) AND race day shirt(s)
 - Team luncheon
 - Company name on team shirts and swag bags



2026 Event Sponsorship Opportunities May 30, 2026 - Barton Orchards



Captain America Sponsor - \$5,000

- Company named Presenting Sponsor
10 race registrations, finisher medals, and t-shirts
Business/Family name displayed along Home Stretch Straightaway
Business Stop on Virtual Maps (all distances) **
Company logo on all of the following:
- Stage banner backdrop
 - Post-race photo banner
 - Superhero race shirt
 - Event website
 - All event email correspondence
 - All event advertising material (printed, digital & social)



Superman Sponsor - \$4,000

- 8 race registrations, finisher medals, and t-shirts
Business/Family name displayed along Home Stretch Straightaway
Business Stop on Virtual Maps (60 mile, 160 mile, 270 mile maps) **
Company logo on all of the following:
- Post-race photo banner
 - Superhero race shirt
 - Event website
 - All event email correspondence
 - All event advertising material (printed, digital, & social)



Wonder Woman Sponsor - \$3,000

- 6 race registrations, finisher medals, and t-shirts
Business/Family name displayed along Home Stretch Straightaway
Business Stop on Virtual Maps (160 mile, 270 mile maps) **
Company logo on all of the following:
- Superhero race shirt
 - Event website
 - All event advertising material (printed, digital, & social)

The Incredibles - \$1,500

- 4 race registrations, finisher medals, and t-shirts
Business/Family name displayed along Home Stretch Straightaway
Business Stop on Virtual Map (270 mile map) **
Company logo on all of the following:
- Event website
 - All event advertising material (printed, digital, & social)

Spiderman Sponsor - \$500

- 2 race registrations, finisher medals, and t-shirts
Business/Family name displayed along Home Stretch Straightaway

** As participants log their miles, they will receive a populated email (with advertising wording from you) when they reach your location.

Superhero Virtual Challenge & 5K Form - Please fill out and return with payment to Sparrow's Nest

Business Name (for printed material): _____ Contact Person: _____

Sponsor Level: Captain America Sponsor - \$5,000 Superman Sponsor - \$4,000 Wonder Woman Sponsor - \$3,000
 The Incredibles - \$1,500 Spiderman Sponsor - \$500

Mailing Address: _____

Phone Number: _____ Email Address: _____

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SIGNATURE _____ DATE: _____ CHARGE: \$ _____

Please reach out to Chauntel Shaffer, our Assistant to the Executive Director, with any questions: **Email: Cshaffer@sparrownestcharity.org**

REV: 02/27/2026

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farm. to table gala

2026 Event Sponsorship Opportunities September 25, 2026 - Sparrow's Nest Home

Presenting Sponsor - \$10,000

Premium seating for one table of twelve (12) guests

Logo placement on the following:

- Ceremony backdrop
- Photo backdrop
- Full page ad in event program
- Attendee swag bags (with option to add promo item)
- Event website
- All event advertising material (printed, digital, & social)
- Business/family name displayed along Gala Luminary Walkway

Bounty Sponsor - \$4,000

Premium seating for four (4) guests

Company name on the following:

- Attendee swag bags (with option to add promo item)
- Business card size ad in event program
- Event website
- All event advertising material (printed, digital, & social)
- Business/family name displayed along Gala Luminary Walkway

Farmers Market Sponsor - \$8,000

Premium seating for eight (8) guests

Logo placement on the following:

- Signature drink sponsor
- Photo backdrop
- Half page ad in event program
- Attendee swag bags (with option to add promo item)
- Event website
- All event advertising material (printed, digital, & social)
- Business/family name displayed along Gala Luminary Walkway

Garden Sponsor - \$2,000

Premium seating for two (2) guests

Company name on the following:

- Business card size ad in event program
- Event website
- All event advertising material (printed, digital, & social)
- Event website
- Business/family name displayed along Gala Luminary Walkway

Harvest Sponsor - \$6,000

Premium seating for six (6) guests

Logo placement on the following:

- Centerpieces
- Quarter page ad in event program
- Attendee swag bags (with option to add promo item)
- Event website
- All event advertising material (printed, digital & social)
- Business/family name displayed along Gala Luminary Walkway

ADDITIONAL OPPORTUNITIES

Luminary Sponsor - \$500

Business/family name displayed along Gala Luminary Walkway

Farm To Table Gala Form - Please fill out and return with payment to Sparrow's Nest

Sponsorship deadline – August 1, 2026

Business Name(for printed material): _____ Contact Person: _____

Sponsor Level: Presenting Sponsor - \$10,000 Farmers Market Sponsor - \$8,000 Harvest Sponsor - \$6000 Bounty Sponsor - \$4,000

Garden Sponsor - \$2,000 Luminary Sponsor - \$500

Mailing Address: _____

Phone Number: _____ Email Address: _____

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REV: 10/17/2025

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GIVING TUESDAY

2026 Sponsorship Opportunities
December 1, 2026



Full Day Impact Sponsor - \$5,000

Powering a full day of giving- feeds a local family for 1 year
Company named Giving Tuesday Sponsor

- Company name on all trays of food for all recipients for one week
- Company name on website banner and social media cover images
- Company tags on social media posts leading up to Giving Tuesday
- Company logo and link on event website



Hour of Gratitude Supporter - \$2,500

Leading a power hour of giving- feeds a local family for 6 months
Company name on desserts for all recipients for one week

- Company named as Hour of Gratitude Supporter for one hour during Giving Tuesday
- Company tags on all social media posts leading up to Giving Tuesday and scheduled Hour of Gratitude
- Company logo and link on event website



Table Setter - \$1,000

Setting the table for generosity- makes 3,000 homemade cookies
Company tags on all social media posts leading up to and once during featured matching moment
Company logo on event website

Meal Matcher - \$500

Doubling the impact, one meal at a time- provides local produce to a recipient for a month
Company tags on social media posts during featured matching moment
Company name on event website

Event Sponsorship Form - Please fill out and return with payment to Sparrow's Nest

Business Name (for printed material): _____ Contact Person: _____

Sponsor Level: Full Impact Sponsor - \$5,000 Hour of Gratitude Supporter - \$2,500 Table Setter - \$1,000 Meal Matcher - \$500

Mailing Address: _____

Phone Number: _____ Email Address: _____

CHECK, please make checks payable to "SPARROW'S NEST"

VISA/MC/AMEX/DISCOVER # _____ EXP: _____ CVC CODE _____

SIGNATURE _____ DATE: _____ CHARGE: _____

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SPARROW'S NEST



TEAM BUILDING

*\$1000 to sponsor dessert**

*\$2500 to sponsor dessert + 1 meal**

*\$5000 to sponsor dessert + 2 meals**

**Sponsorships are based on a week of meals supplied to all of our recipients.*



Looking for a unique team-building experience?

Join Us for Team Building Dessert Day and see what firsthand the impact of your support! Bond with your team while helping Sparrow's Nest prepare food for over 500 people in need.

Mondays, 1-3PM (Inquire about alternative hours)

As a sponsor, your company's name will be featured on the meal or dessert option you choose, showcasing your commitment to our mission.

Sparrow's Nest Charity

10 Town Center Boulevard
Hopewell Junction, NY 12533

845-204-9421
sparrowsnestcharity.org

Contact Us:

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