



TEAM of MERCY

Surviving the Color 5K Run/Walk Event 2025

Team of Mercy, Inc.
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Dear Community Member,

I hope this letter finds you in great spirits. My name is Christina Crist, and I am the Executive Director at Team of Mercy, a non-profit organization in the Wabash Valley that offers assistance and services to those who have lost a loved one to suicide. Suicide is the second leading cause of death of individuals ages 14-35 in Indiana, according to the American Foundation for Suicide Prevention (AFSP). Nationally, 123 people die by suicide every day. **In 2024, the Wabash Valley lost an estimated 120 lives, and Team of Mercy assisted over 3,200 individuals with services of prevention and aftercare.**

We are thrilled to announce that the **12th annual “Surviving the Color” event** is just around the corner, and we would be honored to have your business as a key sponsor for this exciting event.

On May 17th, 2025, Team of Mercy will host our 12th annual “Surviving the Color” event. This event is a vibrant celebration that brings together the community in a unique, colorful, and energetic atmosphere. Each year, we see over 1,000 participants of all ages joining in the festivities, which include a color run, music, food, resource tables, and family-friendly activities. Our mission is to foster a sense of unity and joy, while also bringing awareness and prevention services around suicide.

As a sponsor, you will have the opportunity to gain remarkable visibility and connect with a diverse audience. We offer several sponsorship levels tailored to meet your marketing and community engagement goals:

- **Ruby Sponsor \$4,000:** Includes Good Day Live Interview, your representative's speech at our opening ceremony, logo placement on start/finish archway, dedicated color station, participant's bib on the event page, event shirt, and marketing materials, twenty (20) event entries, a featured booth at the event, and mentions in all press releases and social media posts.
- **Platinum Sponsor \$2,000:** Includes logo placement start/finish archway, dedicated color station, placement on a sign throughout the course, participant's bib, on the event page, event shirt, marketing materials, social media posts, ten (10) event entries, a booth at the event, and recognition in announcements.
- **Gold Sponsor \$1,000:** Includes logo placement on a sign throughout the course on the event page, marketing materials, event shirt, recognition in announcements, five (5) event entries, and a booth at the event.
- **Silver Sponsor \$500:** Includes logo on the event page, event shirt, recognition in announcements, two (2) event entries, and a booth at the event.
- **Bronze Sponsor \$250:** Includes name printed on event shirt, recognition in announcements, and a booth at the event.

By sponsoring the Color Event, your organization will not only benefit from extensive branding opportunities but also demonstrate a commitment to community health/wellness while saving lives. It's a chance to showcase your organization's values.

We would be delighted to discuss these opportunities further and explore how we can create a partnership that aligns with your objectives. Please feel free to reach out to me directly at 855.225.5550 or christina@teamofmercy.org.

Thank you for considering this opportunity to support the **12th annual 'Surviving the Color' event**. We look forward to the possibility of partnering with you to make this year's event a spectacular success.

Warm regards,

Christina Crist
Executive Director
Team of Mercy, Inc
