

Lawrence Community
Shelter

Light the Way

Light the Way 5K Sponsorship Packet

Date: Saturday, September 19th, 2026

Time: 8 am

Location: Rock Chalk Park



Why Sponsor the Light the Way 5K:

Sponsoring the Light the Way 5K is more than event support. It is an investment in individuals experiencing homelessness in our community. Your partnership directly helps the Lawrence Community Shelter provide safe shelter, meals, case management, and critical housing resources that move people from crisis to stability.

Each sponsorship level helps sustain programs that meet immediate needs while also supporting long-term solutions such as housing placement, employment support, and access to health services.

Together, we can 'Light the Way' out of homelessness and create lasting change in the lives of those we serve.

Illuminate Sponsor
(Represents leading the way
for the entire community –
\$5,000+)

- **Presenting sponsor recognition (event named “Light the Way 5K presented by [Business Name]”)**
 - **Premier logo placement on all marketing materials**
 - **Featured recognition on social media and website**
 - **Optional speaking opportunity at the event**
- **Gala recognition at our Illuminate: A Night for Hope Gala**
 - **Table sponsorship at the gala**
- **Two reserved seats at the gala for the sponsor and a guest**

Beacon Sponsor
**(Symbolizes a steady,
reliable source of hope –
\$2,500)**

- **Prominent logo placement on event t-shirts and signage**
- **Recognition on event materials, social media and website**
- **Gala recognition at our Illuminate: A Night for Hope Gala**
 - **Table sponsorship at the gala**
- **Two reserved seats at the gala for the sponsor and a guest**

**Torch Sponsor
(Represents lighting
the path forward for
others - \$1,000)**

- **Gala recognition at our
Illuminate: A Night for Hope
Gala**
- **Logo on event t-shirts &
signage**
- **Recognition on event materials,
social media & website**



Lantern Sponsor
(A welcoming light
for those finding
their way - \$500)

- Logo on event t-shirts & signage
- Recognition on event materials, social media & website



**Spark Sponsor
(Represents the
beginning of change
and momentum -
\$250 or In-Kind)**

- Name listed on event materials, t-shirts & signage

Join us in Lighting the Way!

To confirm sponsorship or learn
more, please contact:

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Executive Assistant

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