

# 5K RUN \* WALK \* ROLL SPONSORSHIPS



## FOOTSTEPS *for* PROGRESS

Queens Centers for Progress

**Saturday - April 26, 2025**

**Alley Pond Park**  
**8:00am Registration**  
**9:00am Run/Walk Start**

Hosted by:



In Association with:



A 5K Run/Walk/Roll fundraising event to benefit individuals with intellectual and developmental disabilities in Queens.



# HISTORY OF THE EVENT



For 75 years, Queens Centers for Progress (QCP) has been serving Queens neighborhoods with life-enriching programs and supports for individuals with developmental disabilities. From providing educational and therapeutic services to a small group of children, QCP has grown to become a major provider of services for people with intellectual and developmental disabilities in Queens County and the New York metropolitan area.

For 50 of those years, QCP has held an annual “health” walk (now known as *Footsteps for Progress 5K Run/Walk/Roll*) which has brought hundreds of people from the local community, and surrounding areas, out on a Saturday morning to celebrate the work that we do here at QCP and to celebrate and recognize the diversity of our wonderful Queens community—allowing us to raise funds and awareness for our agency and the individuals we serve.

Footsteps for Progress, is an important fundraiser that brings QCP staff, families, board members, as well as local schools, and many others from the running community together. The primary source of funding for Footsteps for Progress is from corporate sponsors, whose support is paramount in ensuring the success of our event. Funds raised from this special event enable us to continue to do what we do best – promote independence and provide our participants with the resources they need to **live their best lives!**





# QCP OUTREACH

Queens Centers for Progress provides support and services to over 1,200 individuals with intellectual and developmental disabilities, and their families, on a daily basis through our Children's Center; Adult Day Services Habilitation Programs and Residential Services.

In addition to the individuals that utilize QCP's daily services, there others who access support through QCP's Article 16 Clinic; Services for Seniors; Adult Vocational Services and Community Pre-Voc.; CareerPrep/Community-Based Employment; and other support services including family support, and community habilitation. These additional services allow QCP to extend our reach to thousands of more people in Queens and surrounding communities.

The intellectual/developmental disability (I/DD) community is a large community represented by a network of provider agencies, direct care workers, educators, therapists, individuals of all ages, families, and advocates - people who are compassionate and care about quality of life issues, particularly individuality, inclusion and independence.

In recent years, the annual event has expanded to the Queens (and surrounding area) running community; as well as the community at large — mainly due to the addition of the timed 5K Run. QCP's Footsteps for Progress is open to our program participants and their families, staff members, students from St. John's University and local high schools, and anyone interested in participating - EVERYONE is welcome!

The annual event garners support from local elected officials and an array of local businesses who support QCP's mission to improve the lives of adults and children with intellectual and developmental disabilities.





# 5K RUN\*WALK\*ROLL LEAD SPONSOR PROGRAM

## **LEAD SPONSOR BENEFITS**

- Promotion via social media, email, public service announcements and mentions in all press releases
- Company logo placed on event posters, t-shirts and finish-line banners,
- Organization and company wide *Footsteps for Progress* Informational & Kick-Off Rally (via Zoom)
- Organization and company wide Post-race “Thank You” Rally (via Zoom or in-person)

## **PROGRAM REQUIREMENTS**

- \$5,000 Entry Fee
- Designation of your CEO/President (or any other leadership role) to be an honorary Chairperson
- Appointment of your CEO/President (or any other leadership role) to be the Grand Marshall on the day of event
- An agreement to engage your company to create teams and help company reach a fundraising goal of \$10,000. **Please note:** QCP will provide graphics, resources and support material to aid you in this effort.

## **In consideration of your role as Lead Sponsor, QCP will provide the following:**

- Branded company fundraising site
- A program kick-off rally at your company location (or at QCP) for your team
- Twenty (20) 5K race entries which includes: Dri-fit t-shirts with your company logo and race medals
- See following page for additional perks of becoming a Lead Sponsor





# SPONSORSHIP LEVELS

## STEP UP FOR PROGRESS / LEAD SPONSOR - \$5,000

- Logo on finish-line signage and finish-line photos
- Logo on event t-shirt, distributed to all walkers and volunteers
- Banner with logo to be displayed at event
- Logo on event and organization websites
- Branded company fundraising site
- Ten (10) 18" x 24" road signs (displayed along the route)
- Twenty (20) 5K Race entries which includes: Dri-fit t-shirts with your company logo and race medals hand-created by individuals in our programs
- Event recognition plaque
- Inclusion in all press releases
- Inclusion in all social media and email marketing
- Inclusion in public service announcements
- Intra-agency recruitment and volunteering flyers

## SIGN UP FOR PROGRESS - \$2,000

- Banner with logo to be displayed at event
- Logo on event t-shirt, distributed to all walkers and volunteers
- Five (5) 18" x 24" road signs (displayed along the route)
- Five (5) 5K Race entries which includes: Dri-fit t-shirts with your company logo and race medals hand-created by individuals in our programs
- Inclusion in all press releases, social media and email marketing

## DRESS UP FOR PROGRESS - \$1,500

- Logo on event t-shirt, distributed to all walkers and volunteers
- Two (2) 5K Race entries which includes: Dri-fit t-shirts with your company logo and race medals hand-created by individuals in our programs
- Inclusion in all press releases, social media and email marketing

## RACE PHOTO SPONSOR - \$1,000

- Logo on race photos provided to all participants and shared on all QCP social media outlets
- Two (2) 18" x 24" road signs (displayed along the route)

## MARKETING OPPORTUNITIES

Marketing for the annual *Footsteps for Progress* event includes advertisements in local Queens papers, posters around the community, QCP's organization website, event website, and through all of QCP's social media platforms (Facebook, Instagram, LinkedIn and X (formerly Twitter)).

## Past Sponsors:

- ◆ Arch Insurance
- ◆ Chief Fire Contractors CO., Inc.
- ◆ Dunkin' Donuts
- ◆ J.F.A. Insurance Brokerage & Associates
- ◆ Minuteman Press of Bellerose
- ◆ Mukti Petroleum
- ◆ Municipal Credit Union
- ◆ Mutual of America
- ◆ Queens Economic Development Corporation
- ◆ Spectrum Designs
- ◆ St. John's University
- ◆ Stop & Shop
- ◆ The Ray-Block Stationery Co., Inc.
- ◆ UnitedHealthcare



**YOU CAN MAKE A DIFFERENCE IN  
THE LIVES OF PEOPLE WITH  
DEVELOPMENTAL DISABILITIES**



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