



# Your support makes an impact on local youth



**Boogie's Buddy Race  
Sponsorship Benefits**

**July 4, Aspen**



All support is considered a 100% tax-deductible donation to the Buddy Program



# About Boogie's Buddy Race

*In 2024 we had more than 750 runners!*

**Boogie's Buddy Race is an annual Fourth of July tradition in Aspen!** This exciting fundraising event unites locals and visitors alike to walk, run, and cheer through Aspen's scenic streets—all in support of our youth mentoring programs. With a 5-mile race, a 1-mile Family and Canine Walk, Boogie's Buddy Race is perfect for runners and families of all abilities.

This long-standing event honors Lenny "Boogie" Weinglass, one of our most influential supporters, whose dedication to the Buddy Program has made an invaluable impact on our community. But to keep this tradition going strong, **we need your support!** We're actively seeking event sponsors to help us reach more youth, build connections, and keep this cherished Aspen tradition for many years to come!



*Our first race was held in 1986!*

## A gift that ripples

When you sponsor Boogie's Buddy Race you also support over **550 youth, families, and volunteers as well as our youth mentoring programing in 16 schools** from Aspen to Glenwood Springs, and Rifle.

As a sponsor, you'll have the opportunity to reach a wider audience and showcase your business's commitment to making a difference in the lives of youth.

## Your gift has benefits

By sponsoring the Boogie's Buddy Race, your business will receive valuable exposure through our website, social media platforms, and email communications to our dedicated supporters.

### Benefits include:

- Digital marketing
- Tickets to Buddy Program events
- Social marketing
- Business exposure on printed collateral
- Business exposure at in person event

And more! Discover all the benefits by viewing the benefits chart.



**Contact Ali Welch, Development Director**  
with any questions, call 970-658-8708, or email  
[ali@buddyprogram.org](mailto:ali@buddyprogram.org)

The Buddy Program is a registered 501 (c)(3) not-for-profit organization. Tax ID# 74-2594693

Boogie’s Buddy Race Sponsorship Benefits

July 4, 2025

	Presenting	Diamond	Platinum	Gold	Silver	Bronze	Copper
Sponsorship Levels	\$20,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Tier sponsor	Title Sponsor	2nd Tier	3rd Tier	3rd Tier	4th Tier	5th Tier	6th Tier
Outreach timeline from March 2025 to July 2025	✓	✓	✓	✓	✓	✓	✓
Logo hyperlinked on all race digital collateral	✓	✓	✓	✓	✓	✓	✓
Logo featured on all print materials for Boogie's Buddy Race **	✓	✓	✓	✓	✓	✓	✓
Logo hyperlinked in all Boogie's Buddy Race e-blast An audience of 9,800+ subscribers and growing	✓	✓	✓	✓	✓	✓	✓
Sponsorship announced in local radio ads	★ ✓	✗	✗	✗	✗	✗	✗
Dedicated Social Media mention An audience of 4,400+ accounts and growing	★ ✓	✗	✗	✗	✗	✗	✗
Combined Social Media mention An audience of 4,400+ accounts and growing	✓	✓	✓	✓	✓	✓	✗
Dedicated E-blast An audience of 9,800+ subscribers and growing	★ ✓	✗	✗	✗	✗	✗	✗
Logo featured on Boogie's Buddy Race website page	✓	✓	✓	✓	✓	✓	✓
Listed in Aspen Times Thank You Ad (July)	✓	✓	✓	✓	✓	✓	✓
Speaking Opportunity at event	★ ✓	✗	✗	✗	✗	✗	✗
Boogie's Buddy Race entries (with T-shirts) • July 4, 2025. Aspen, Colorado.	(20) ✓	(10) ✓	(8) ✓	(5) ✓	(3) ✓	(2) ✓	✗
Day of Event Presence *	✓	✓	✓	✓	✓	✓	✓

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Day of Event Presence*	Presenting: logo featured on Boogie’s Buddy Race banner at start/finish arch, logo featured on Step and Repeat, logo featured on podiums, water table sponsorship and vendor village  Diamond: business banner at start/finish, logo featured on Step and Repeat, logo featured on podiums, water table sponsorship, and vendor village  Platinum, Gold, Silver, Bronze and Copper: business banner at start/finish, and vendor village
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Logo featured on all print materials for Boogie’s Buddy Race**	Presenting, Diamond, Platinum and Gold: T-shirt, posters, print ads Silver and Bronze: T-shirt and posters Copper: T-shirt
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