



352-573-1380
Dmormando@elfr.org
3375 Tarpon Lake Blvd,
Palm Harbor, FL, 34685

Dear Community Partner,

We're thrilled to announce the return of the East Lake Firefighters 5K, happening on February 28, 2026 — and we want *you* to be a part of it.

Hosted by the East Lake Firefighters Benevolent Association, this annual event brings together hundreds of runners, families, first responders, and community leaders for a morning of fitness, fun, and fundraising — all in support of a powerful cause.

We're currently seeking local business sponsors to help make this event bigger and better than ever. Sponsoring the East Lake Firefighters 5K is more than a generous act — it's a smart investment in your brand and your community.

Why Sponsor?

- **High Visibility:** With hundreds of participants and spectators, your business will be seen and recognized by a highly engaged local audience.
- **Community Goodwill:** Align your brand with a respected cause — supporting firefighters, first responders, and local families facing serious challenges.
- **Marketing Value:** All sponsors receive promotional benefits such as logo placement on race shirts, signage, social media shoutouts, website recognition, and event-day announcements.
- **Face-to-Face Engagement:** Set up a vendor booth to connect directly with potential customers, distribute samples or promo items, and show your community pride in person.

Since our founding in 2022, the Benevolent Association has donated tens of thousands of dollars to help firefighters battling cancer, supported disaster recovery efforts, partnered with local schools and civic groups, and provided holiday assistance for families in need. Your support helps us continue and grow this life-changing work.

Whether you're a small business looking to connect locally or an established brand wanting to give back — we have a sponsorship package that's right for you.

Let's team up to make a lasting impact — and get your business in front of the people who matter most: your neighbors, customers, and community.

Thank you for your support. We can't wait to partner with you.

With appreciation,

East Lake Firefighters Benevolent Association



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🔥 Sponsor the 2026 East Lake Firefighters 5K 🔥

Make an Impact. Build Your Brand. Support Local Heroes.

The East Lake Firefighters Benevolent Association is proud to present the 2026 East Lake Firefighters 5K, taking place on February 28, 2026 – and we want you on the front lines with us!

Since 2022, your local firefighters have:

- ✔ Donated tens of thousands of dollars to first responders battling job-related cancer
- ✔ Reached thousands of children through safety and education programs
- ✔ Delivered hurricane relief and ensured families in need had a joyful Christmas

By sponsoring this event, your business becomes a powerful partner in our mission – while gaining valuable brand exposure, community goodwill, and face-to-face engagement with hundreds of local families.

🔥 “Fully Involved” Sponsor – \$5,000

Exclusive Title Sponsor – Only 1 Available!

- 🔥 “The 2026 East Lake Firefighters 5K powered by [Your Company]”
- 🔥 Premier logo placement on all marketing, signage, and race shirts (300+ participants)
- 🔥 Supersized logo on event T-shirts
- 🔥 10×10 booth in our bustling Family Activities Area
- 🔥 Five free race entries + 15% discount for your staff
- 🔥 Your promo items included in race packets
- 🔥 Featured in premium social media posts and website banners

🚒 “First Due” Sponsor – \$2,500

Only 3 Available!






- 🚒 “5K hosted by [Your Company]” featured in event promotions
- 🚒 High-visibility XL logo on race shirts and event signage
- 🚒 10×10 booth in Family Activities Area
- 🚒 Four free race entries + 10% staff discount
- 🚒 Promo items in race packets
- 🚒 Shoutouts on social and web platforms



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"Code 3" Sponsor – \$1,000

Only 5 Available!

-  "Race T-Shirts made possible by [Your Company]"
-  Large logo on race shirts
-  10×10 booth in Family Activities Area
-  Three free race entries + 10% staff discount
-  Promo items in race packets
-  Recognition on website & social media





"Working Fire" Sponsor – \$500

10 Available!

-  Small logo on race shirts
-  10×10 booth in Family Activities Area
-  Two free race entries + 10% staff discount
-  Promo items in race packets
-  Recognition on web & social media

"Firehouse Booth" Vendor – \$250

Unlimited Spots!

-  10×10 booth at the Family Activities Area
-  One free race entry + 10% staff discount
-  Promo items in race packets
-  Recognition on our website & social media

 Secure your spot today!

Pay online at: <https://givebutter.com/l7kDp0>


Or mail checks to:

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Questions?

Contact Devin Mormando

 Dmormando@elfr.org

 352-573-1380



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Sponsorship Commitment Form

Event Date: February 28, 2026
Hosted by: East Lake Firefighters Benevolent Association
Mailing Address: 3375 Tarpon Lake Blvd, Palm Harbor, FL 34685

Sponsorship Level (Please select one):

- 🧑‍🚒 Fully Involved Sponsor – \$5,000
Exclusive Title Sponsor (only 1 available)
- 🚒 First Due Sponsor – \$2,500
Only 2 available
- 🚒 Code 3 Sponsor – \$1,000
Only 3 available
- 🧑‍🚒 Working Fire Sponsor – \$500
10 available
- 🚒 Firehouse Booth Vendor – \$150
Unlimited

Sponsor Information:

Business Name: _____
Primary Contact Name: _____
Phone Number: _____
Email Address: _____
Business Website (if applicable): _____
Mailing Address: _____

Marketing & Branding:

How would you like your business name listed in event promotions?

Please email your completed form and logo (preferably in high-resolution PNG or vector format) to:

Dmormando@elfr.org

Payment Instructions:

Please make checks payable to:
East Lake Firefighters Benevolent Association
Pay online at: <https://givebutter.com/l7kDp0>

Mail completed form and check to:
East Lake Firefighters Benevolent Association
3375 Tarpon Lake Blvd
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Race Packet Inclusions:

Will you be providing promotional items for race packets?

Yes No

If yes, please coordinate delivery by February 10, 2026.