



February 19, 2021

Name  
Title  
Company  
Address  
City, State Zip

Dear Name,

We hope you and your loved ones stayed safe and healthy throughout these challenging months. Like the rest of you, we are encouraged by recent positive developments around vaccination, and are optimistic as we look towards our events in 2021.

With this optimism and hope in mind, we invite you to join us **Saturday, June 5<sup>th</sup>, 2021** for the 24<sup>th</sup> annual **Miles for Matheny** fundraising event for people with disabilities. **Miles** is a great day for our patients, students, residents, families, and friends. It's a time when all participants can celebrate and be themselves.

Due to safety concerns, last year's event was entirely virtual. This year, we are bringing back some of the in-person elements that make **Miles** so much fun. While our patients and staff will participate in the **Lu Huggins Wheelchair Walk** safely on Matheny's main campus and at their respective group homes (streamed on social media so you can join us), supporters – as they did last year – can participate virtually in our **5K, Kids Fun Run**, and **Fitness Walk** from any location convenient to them. We will welcome cyclists back to downtown Peapack to start and end their cycling routes. As always, cyclists will enjoy their choice of cycling routes through the beautiful countryside.

In 2020, proceeds from Miles supported all programs and services for children and adults with disabilities. We aim to offer all our students, patients, and residents' choices, opportunities, and the highest possible quality of life. We deliver high-quality medical, dental, and therapeutic care; a top-notch Pre-K through 12th-grade education; fun and healthy recreational activities; and a nationally recognized fine arts program – all through the generosity of friends like you!

By "Going the Extra Mile" for Matheny, you help ensure that these services will continue to be available for the extraordinary individuals who rely on Matheny and call it home. In addition, your sponsorship will attract members from your key market areas and positive visibility for your brand.

The enclosed materials outline event and sponsorship details. Someone from Matheny's development office will contact you soon. In the meantime, please do not hesitate to call us at 908-234-0011, ext. 1260, or email [development@matheny.org](mailto:development@matheny.org).

On behalf of the special community we serve, thank you!

A handwritten signature in black ink that reads 'K Sprott MD, JD'.

Kendell R. Sprott, MD, JD  
*President and CEO*



## EVENT OVERVIEW

**What:** Now in its 24<sup>th</sup> year, Miles for Matheny is an established, uplifting community event that raises funds and awareness for children, teens, and adults with severe developmental and physical disabilities. It's a day that unites the entire Matheny community - patients, students, family, friends, and supporters. This year, we're excited to have our cycling event back in-person and in Peapack! However, out of an abundance of caution, we will not gather in a large group to run and walk. Instead, your virtual activity of choice can be completed in times and at locations that are convenient and safe for you and your family—in the morning in your backyard, in the evening on a quiet street near your house, or anything in between! Keep and report your time if you like, but it's not required to participate.

- **In-Person Cycling** – Your choice of 10, 25, 35, and 50-mile bike rides, plus the highly challenging “Hills of Attrition” endurance ride, all through the beautiful Somerset Hills countryside.
- **Virtual Lu Huggins Wheelchair Walk/Fitness Walk** – With safety measures in place, Matheny’s patients, residents, and students will “wheel” through our main campus and at their respective group homes. Our staff will carry signs and cheer them on, and you can join us on social media through a livestream. You can also do your own virtual **Wheelchair** or **Fitness Walk** from home!
- **Virtual Kids Fun Run** – For children ages 3-12 - send us photos or videos of your cute kids!
- **Virtual 5K** – Complete in a flash or at a more leisurely pace –it’s up to you!

**When:** Saturday, June 5<sup>th</sup>, 2021

Registration for all **Cycling** routes will start at 7:00 am. Water and light refreshments will be provided at registration. The event will end around noon. The Wheelchair Walk on the Matheny campus will begin at noon.

**Where:** Liberty Park, Peapack, NJ (168 Main St, Peapack, NJ 07977)

Parking information for all Cyclists will be posted on the Miles for Matheny website soon.

**Who:** An estimated **300 cycling participants** will gather in an open space and at different times throughout the morning. All COVID safety precautions will be enforced.

Families, friends, volunteers, and community members can also join in by watching online or doing a virtual walk or run for us!

**Why:** All proceeds from Miles for Matheny will benefit programs and services that enhance the lives of the children, teens, and adults served by Matheny. Sponsorship includes an opportunity to gain visibility for your company or organization, while also demonstrating a clear commitment to improving the lives of people with severe developmental and physical disabilities. For more information, please refer to the Sponsorship Opportunities page.



**SPONSORSHIP COMMITMENTAL FORM**

**Yes, I/we would like to be a sponsor for the 24<sup>th</sup> Annual Miles for Matheny**

Contact Name: \_\_\_\_\_

Family/Company/Organization Name (Exactly as it should appear on printed materials and website): \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**I would like to sign up for the following Sponsorship level:**

- Miles for Matheny Event Sponsor (\$25,000)*
- Cycling Sponsor (\$15,000)*
- Virtual 5K Sponsor (\$10,000)*
- T-Shirt Sponsor (\$7,500)*
- Wheelchair Walk Sponsors - 7 available (\$5,000 each)*
- Fitness Walk Sponsor (\$5,000)*
- Rest Stops Sponsor (\$2,500)*
- Community Sponsors – multiple avail. (\$1000 each)*
- Contributing Sponsors – multiple avail. (\$500 each)*

Enclosed please find our sponsorship check for \$\_\_\_\_\_, made payable to Matheny.

I would also like to donate branded giveaways. Please contact (Name, Phone, & Email):

\_\_\_\_\_

I cannot become a sponsor at this time but I would like to make a donation of \$\_\_\_\_\_ to Matheny.

**\*DEADLINE FOR COMPANY LOGO/NAME INCLUSION ON EVENT T-SHIRTS IS April 23, 2021.**

**Mail this form and payment to:**

Attn: Patricia Cats  
Miles for Matheny 2021  
65 Highland Avenue, PO Box 339  
Peapack, NJ 07977

Email this form to Patricia Cats, [milesformatheny@matheny.org](mailto:milesformatheny@matheny.org). To pay by credit card go to [www.milesformatheny.org](http://www.milesformatheny.org) or call 908-234-0011, x1260



### **EVENT SPONSOR - \$25,000**

- Company representative invited to conduct the official event day “Welcome” live or pre-recorded
- Exclusive Signage at every event
- Prominent Logo Placement on event brochures, T-shirts, signage, event website, Matheny website, and social media pages with links to your company’s website
- Mention in all event press releases and Matheny media coverage
- Option to distribute company marketing materials and branded items during registration

### **CYCLING SPONSOR - \$15,000**

- Prominent Logo Placement on T-shirts
- Logo placed on event brochures, event signage, social media, and event website with a link to company’s website
- Banner at starting line of Cycling event
- Mention in event press releases and Matheny media coverage

### **VIRTUAL 5K SPONSOR - \$10,000**

- Logo Placement on event T-shirts
- Logo on brochures, event signage, and event website with a link to company’s website
- Branded virtual photo frame
- Mention in event press releases and Matheny media coverage

### **T-SHIRT SPONSOR - \$7,500**

- Company Logo/Name listed as “T-Shirt Sponsor” on Shirts
- Logo placement on event website
- Exclusive signage on T-shirt distribution table

### **LU HUGGINS WHEELCHAIR WALK SPONSORS - \$5,000 each (8 available)**

*3 on Peapack Campus: Yellow Zone, Green Zone, Red Zone;  
5 Community Residences: Franklin, Frelinghuysen1, Frelinghuysen2, Lakeside, Basking Ridge*

- Logo Placement on T-shirts
- Special signage at your wheelchair walk location
- Logo on Matheny’s social media pages and event website

### **REST STOPS SPONSOR - \$5,000**

- Signage at each Rest Stop
- Company logo displayed on event website
- Company logo placed on T-shirts

### **VIRTUAL FITNESS WALK SPONSOR - \$5,000**

- Company Logo placed on T-Shirt
- Logo placement on event website

### **COMMUNITY SPONSORS - \$1,000**

- Name recognition on Miles for Matheny website and T-shirts

### **CONTRIBUTING SPONSORS - \$500**

- Name recognition on Miles for Matheny website