

27th Annual Run for The Cove & Memorial Walk Events



September 15, 2024

October 6, 2024

October 20, 2024

Winding Trails
Farmington, CT

Bluff Point State
Park
Groton, CT

Hammonasset Beach
State Park
Madison, CT

THE COVE CENTER FOR GRIEVING CHILDREN

The Cove Center for Grieving Children, a volunteer-driven program developed by the New England Center for Loss and Transition, was started in Guilford, Connecticut, in 1995 by Jim and his second wife, Mary Ann, and therapist Renée McIntyre. After an exhaustive study of the best national models available, this youth focused program was designed to help children and teens deal with grief. The Cove was separately incorporated as a 501(c)(3) organization in 1998.

Beginning with six families in the first year, the program developed a solid working model that has steadily grown. Today, there are five Cove sites throughout the state serving hundreds of grieving children and family members through regular support sessions. The Cove also offers an outreach program that touches an additional 1,200 individuals in the State of Connecticut each year through community education, professional training, consultation and referral.

SPONSORSHIP OPPORTUNITY

The Cove Center for Grieving Children will host its 27th Annual Run for The Cove & Memorial Walk Events.

SUNDAY, SEPTEMBER 15, 2024 - FARMINGTON, CT

SUNDAY, OCTOBER 6, 2024 - GROTON, CT

SUNDAY, OCTOBER 20, 2024 - MADISON, CT

Sponsors will have promotions both on-site and in pre-event marketing through press, social media and marketing materials.

BY THE NUMBERS

5K

Contacts with email addresses.

11K

Total number of annual visits to our website.

2K

The combined number to social media followers on Facebook and Instagram.

1K

Total number of runners, walkers and volunteers at both locations.



FACT: "In the United States today, an estimated two million children under the age of 18 have a mother or father who has died. Young people who lose a biological parent have a significantly increased risk of attempting suicide."

FACT: "When compared to non-bereaved children, bereaved children experience lower self esteem, reduced resilience, lower grades and more school failures heightened risk of depression, suicide attempts, suicide, and premature death due to any cause, drug abuse, violent crime involvement, youth delinquency, and a greater number of, and more severe, psychiatric difficulties."

I hope all is well with you and you are enjoying your summer. I am writing today to request your help regarding Sponsorship Opportunities for the **27th Annual Run for The Cove & Memorial Walk Events**. We hope that you will consider sponsoring this year's events in Madison, Farmington, and Groton!

A sponsorship with The Cove creates a dynamic partnership between your business and ours. As a sponsor, your business not only will support The Cove's efforts to help bereaved children, but it will also help to keep our programs free. Your business will gain exposure at this year's Run for The Cove events!

Your help is crucial . . . we do not charge a fee for our Family Program, Caring Connection or Camp Compassion. We also provide FREE and low-cost training/education programs and resources for schools, universities, and community organizations. We need your help to ensure these remain accessible to those who need it most in our state!

We have 5 sites for our Family Program: Meriden, Guilford, New Haven, West Hartford, and Stonington. We have virtual programs to support Male Caregivers and Teens.

Each year, demand for our services continues to grow. We need your help to support the costs of:

Our Family Program that runs from Sept. through June at our 5 sites statewide & 3 virtual programs

Professional Development Training and Presentations, Referrals and Community Outreach

Camp Compassion, an overnight grief camp for children and teens, ages 6-17

"Good Grief" Cove in Schools Program and Parent/Teacher Presentations

The **27th Annual Run for The Cove events** will take place on **September 15 in Farmington, October 6 in Groton, and October 20 in Madison**. Enclosed are Sponsorship Opportunities for your consideration. Partnering with The Cove will show the community that you support grieving children. Let's stand together to make a difference in the lives of the children who need us most!

If you have any questions, please feel free to call my cell 203-668-6032 or email me at allison@covect.org.

Sincerely,

Allison

Allison Gamber
Executive Director



What kids and parents say about The Cove

FAMILY PROGRAM

- *"The Cove is a safe haven for my daughter to be able to express her feelings of grief with others who can understand her pain and fears."*
- *"The Cove has provided a safe environment to foster open communication and sharing of feelings. The art projects, butterfly release and memory dinners are great activities the family can remember their loved one."*
- *"My son benefited greatly from meeting and interacting with kids who had also lost a parent or family member. I enjoyed my new community of parents/caregivers guiding ourselves and our children through this process."*

CAMP COMPASSION

- *"Camp was a positive experience and a good reminder to talk about her dad to help keep his spirit alive."—Jocelyn, age 7*
- *"One thing I learned at Camp that I didn't know before is we're not alone."—Allie, age 9*
- *"She gained more from Camp about working through her grief process than with all the private therapy sessions she has attended in the last 18 months. Camp has been the healing balm that has helped her to finally begin a healthy process toward her healing journey."
- Camper's Parent*

2024 SPONSORSHIP OPPORTUNITIES

September 15, 2024

Winding Trails
Farmington, CT

October 6, 2024

Bluff Point State Park
Groton, CT

October 20, 2024

Hammonasset Beach State
Park - Madison, CT

\$10,000 Title Sponsor - 25 registrations

- Event Named: Company Name Run for The Cove
- Lead Newspaper article promotion in pitches
- Pre-Events Newspaper Advertisement
- Logo on Cove website
- Logo prominently featured in Brochures and Posters
- Company Logo prominently featured on front of T-Shirt
- Event Day "Title Sponsor" Banner and Recognition
- Post-Events Thank You Advertisement
- Booth display in Madison, CT

\$5,000 Presenting Sponsor - 15 registrations (choose event location)

- Newspaper article promotion in pitches
- Pre-Events Newspaper Advertisement
- Logo on Cove website
- Logo prominently featured in marketing materials
- Company Logo prominently featured on front of T-Shirt (see deadlines for each location)
- Event Day "Presenting Sponsor" Banner and Recognition at all 3 locations, or as many locations as possible dependent on sponsorship date
- Post-Events Thank You Advertisement
- Booth display in Madison, CT

\$2,500 Sponsors a Cove Family for a Year - 8 Registrations

- Pre-Events Newspaper Advertisement
- Logo on Cove website
- Logo in marketing materials
- Company Logo prominently displayed on back of T-Shirt
- Event Day Signage and Recognition at all 3 locations
- Post-Events Thank You Advertisement
- Booth display in Madison, CT

\$1,500 Sponsors Dinner for a Cove site for a Year - 5 Reg

- Logo on Cove website
- Logo in marketing materials
- Company Logo displayed on back of T-Shirt
- Event Day Signage and Recognition at all 3 locations
- Post-Events Thank You Advertisement
- Booth display in Madison, CT

\$1,000 Sponsors a Cove Kid for a Year - 3 Reg

- Logo in Marketing Materials
- Company Logo displayed on back of T-Shirt
- Event Day Signage and Recognition at all 3 locations
- Post-Events Thank You Advertisement
- Booth display in Madison, CT

\$500 Sponsors a Cove Kid for a 1/2 Year

- Name (large type) on back of T-Shirt
- Event Day Signage and Recognition
- Post-Events Thank You Advertisement

\$250 Friend of The Cove

- Name (small type) on back of T-Shirt
- Event Day Signage and Recognition
- Post-Events Thank You Advertisement

Logo for marketing
materials

Logo or name for
t-shirt

Location Deadlines

Farmington

July 30

August 30

Groton

August 23

September 20

Madison

September 6

October 4

Please mail the form below with your payment to: The Cove Center for Grieving Children
1113 South Main St. STE A Cheshire, CT 06410

Company Name: _____

Contact Person: _____

Complete Mailing Address: _____

Phone: _____ Email: _____

Sponsorship Amount: _____

Check Payable to "The Cove" Enclosed OR Charge my Visa MasterCard Amex

Credit Card Number: _____ Exp. _____ Security Code: _____

If applicable, please send
company logo to:
Allison@covect.org.

The Cove is a 501(c)(3)
organization. All donations
are tax deductible