



FRIENDS OF THE POOR® 5K WALK/RUN ST. KATHERINE DREXEL CONFERENCE

Dear Community Business Leader,

Every day in our community, individuals and families face impossible choices between paying for food, housing, utilities, transportation, and medical care. When a financial crisis strikes, even a small amount of assistance can make the difference between stability and hardship.

Through the St. Katherine Drexel Conference of the Society of St. Vincent de Paul, dedicated volunteers provide compassionate, person-to-person assistance to neighbors facing difficult circumstances. On average, it takes approximately \$450 to help an individual or family with a critical need such as preventing an eviction, restoring utilities, providing emergency food, or assisting with essential medical expenses.

Each year, our conference helps approximately 600 individuals and families in Calvert County. With just \$450 we can help a local family avoid eviction, keep their lights on, put food on the table, or obtain other essential assistance during a time of crisis. To continue meeting these urgent needs, our goal for 2026 is to raise \$18,000 through our Annual Friends of the Poor 5K Walk/Run and community sponsorships. Every dollar raised stays within our local community and directly assists those who are struggling to make ends meet.

The Friends of the Poor 5K Walk/Run is a national event that raises awareness and critical funding for the Society of St. Vincent de Paul. By becoming a sponsor, your business will demonstrate a commitment to strengthening our community while joining hundreds of Friends of the Poor Walks and Runs held across the United States in the fight against poverty.

So far this year, we have already assisted 168 individuals, and that assistance has only been possible because of the generosity of businesses, organizations, and individuals who believe that no one should face a crisis alone. One hundred percent of the donations received through this effort go directly toward helping neighbors in need, regardless of religion, race, ethnicity, or national origin.

We invite your business to become a sponsor of our Annual Friends of the Poor 5K Walk/Run on Saturday, October 3, 2026. Your sponsorship will help us move closer to our \$18,000 fundraising goal and provide life-changing assistance to local families facing financial hardship.



To ensure your business receives full recognition and promotional visibility, please return the enclosed sponsorship form by September 14, 2026, to:

St. Katherine Drexel Conference
885 Cox Road
Huntingtown, MD 20639

Sponsorship levels and benefits are listed on the following page.

We also invite your business to rally your employees by forming a company team and launching a workplace fundraising campaign. Participating together is a rewarding way to build camaraderie, demonstrate community leadership, and help provide life-changing assistance to local individuals and families in need. For more information on this, please visit our website listed below or ask a volunteer.

Thank you for your consideration and for investing in the well-being of our community. Together, we can provide hope, dignity, and practical assistance to those who need it most.

If you have any questions, please contact us at 443-684-9261 or email svdp@jesusdivineword.org. You may also visit our website at svdpcalvert.org for additional information or to become a business sponsor.

Sincerely,

Maureen Pagliaro,
St. Katherine Drexel Conference President





FRIENDS OF THE POOR® 5K WALK/RUN ST. KATHERINE DREXEL CONFERENCE

2026 Sponsorship Levels

Presenting Sponsor – \$8,000 (Exclusive)

Limited to One Sponsor

- Event named: "Friends of the Poor 5K Walk/Run Presented by [Business Name]"
- Largest logo placement on all event materials and signage
- Recognition in all event advertising and social media promotions
- Opportunity to speak during opening ceremony
- Premium 10' x 10' display tent location
- Company banner displayed at start/finish line
- Logo featured prominently on event website
- Full-page advertisement in participant packet
- Recognition in post-event thank-you communications
- Complimentary company team registration (up to 10 participants)

Premier Sponsor – \$5,000

- Prominent logo placement on all event materials
- Recognition during opening and awards ceremonies
- Premium 10' x 10' display tent location
- Logo featured on event website and social media promotions
- Half-page advertisement in participant packet
- Recognition in post-event thank-you communications
- Complimentary company team registration (up to 8 participants)

Diamond Sponsor – \$2,500

- Large logo displayed on event signage
- 10' x 10' display tent at event
- Logo featured on website and selected social media posts
- Quarter-page advertisement in participant packet
- Recognition during event announcements
- Complimentary company team registration (up to 6 participants)



Platinum Sponsor – \$1,000

- Name/logo displayed on signage along the course
- Coupon, flyer, or business card distributed to all participants
- Logo listed on event website
- 10' x 10' display tent during event
- Recognition on social media
- Complimentary company team registration (up to 4 participants)

Gold Sponsor – \$500

- Name/logo displayed on course signage
- Coupon, flyer, or business card distributed to all participants
- Name listed on event website

Silver Sponsor – \$250

- Name/logo displayed on course signage
- Coupon, flyer, or business card distributed to participants

Bronze Sponsor – \$100

- Coupon, flyer, or business card distributed to participants





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2026 Sponsorship Commitment Form

Additional Information:

443-684-9261

Email – svdp@jesusdivineword.org

Website – svdpcalvert.org

Select a Commitment Level:

___ Presenting Sponsor – \$8,000 (Exclusive)

___ Premier Sponsor: 5,000

___ Diamon Sponsor: 2,500

___ Platinum Sponsor: \$1,000

___ Gold Sponsor: \$500

___ Silver Sponsor: \$250

___ Bronze Sponsor: \$100

Event Information:

Saturday, October 3, 2026

Kings Landing Park – Huntingtown Md.

8am-10am

Return Address (by September 14, 2026):

Make check payable to and mail to

St. Katherine Drexel Conference

Attn: Renee O'Neill

885 Cox Road

Huntingtown, MD 20639

Or register online using this QR code



Company Name: _____

Contact Person: _____ Phone Number: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

We will contact you to obtain your companies/organization log and/or advertising information.

