

2025
HARMONY WALK

March 30, 2025 • Santander Arena
Step-up for diversity!



HARMONY WALK SPONSORSHIP OPPORTUNITIES

ProBerco is once again partnering with Santander Arena and the Reading Royals to host the Harmony Walk. By taking steps for inclusion, we are increasing awareness about the positive impact individuals with disabilities have on our community. We are challenging people/teams to walk 30 laps (5K) around the concourse of the Santander Arena. The event is scheduled for **March 30, 2025** at Santander Arena in Reading, PA. As vital members of our community, we want others to recognize the benefits diversity brings for enriching lives.

To help us make this event a success, we are looking for key individuals and businesses to take the charge as sponsors for this event. Your sponsorship will help underwrite the expenses for this event while helping us increase awareness about the importance of inclusion for people with disabilities in our community.

\$5,000 – Presenting Title Sponsor

The top-tier sponsorship level offers maximum visibility and recognition

- Logo included on marketing materials and prominently displayed on signage
- Vendor booth at the event
- Team Registration to participate in the walk
- Opportunity to speak at the event
- Recognition on website, newsletter, and social media
- Logo prominently imprinted on event t-shirt
- Company Banner displayed at event



\$2,500 – Harmony Sponsor

A prestigious sponsorship level for those committed to supporting the cause.

- Logo included on marketing materials and prominently displayed on signage
- Vendor booth at the event
- Team Registration to participate in the walk
- Recognition on website, newsletter, and social media
- Logo imprinted on event t-shirt
- Company logo displayed on event signage

\$1,000 – Inclusion Sponsor

A mid-tier sponsorship level that provides significant exposure and benefits.

- Recognition on website, newsletter, and social media
- Company logo imprinted on event t-shirt
- Company logo displayed on event signage

\$500 – Diversity Sponsor

A valuable sponsorship level for those looking to contribute and gain recognition.

- Recognition on website, newsletter, and social media
- Company name printed on event t-shirt
- Company logo displayed on event signage

\$250 – Pace Setter Sponsor

A basic sponsorship level that offers meaningful support for the walkathon.

- Recognition on website, newsletter, and social media
- Company logo displayed on event signage

\$100 – Mile Marker Sponsor

A sponsorship level that emphasizes community involvement and support.

- Recognition on website, newsletter, and social media
- Support Recognized on event signage

\$50 – Step Sponsor

Let's line the concourse, because every step counts!

- Name included on footprint at the event.

