

TRIKE RACE

2026 SPONSORSHIP



PARTNER WITH UNITED WAY FOR GREATER NEW HAVEN'S FOURTH ANNUAL TRIKE RACE TO HELP FAMILIES STRUGGLING WITH FOOD INSECURITY.

On May 13th, teams of adults riding child-size tricycles will compete in a fun-filled relay race! Riders, fans, business leaders and local celebrities will come together at Southern Connecticut State University in New Haven to show their support for the teams and for United Way's work to end hunger. Sponsorship reserves your team's spot in the race. Together, we can ensure that families in our region have enough to eat and can move from surviving to thriving!

UNITED WAY Greater New Haven	SPONSORSHIP BENEFITS	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Role in awards presentation		✓		
Recognition in media outreach		✓	✓	
Recognition on event t-shirt		Logo	Logo	Name
Number of teams included		3 Teams	2 Teams	1 Teams
Featured in promotional material and email marketing (23,000 reach)		✓	✓	✓
Recognition as Champion Circle member (website, annual report)		✓	✓	✓
Social Media recognition (16,000+ followers)		✓	✓	✓



200+
Attendees



Food to
Families



20,000+
Social Media Impressions



For more info, please contact Jessica Teta at (203) 691-4231 or via email at jteta@uwgnh.org