



**Run Like a Girl 10K & 5K Run/Walk and Kids Fun Run**  
***Benefiting Second Step Housing***  
**Sunday, June 1, 2014**

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## SPONSORSHIP PROPOSAL

We would like to invite your business to partner with Second Step Housing for its 3<sup>rd</sup> Annual **Run Like a Girl 10K & 5K Run/Walk and Kids Fun Run *benefiting Second Step Housing***. This event will be held on **Sunday, June 1, 2014** at Fort Vancouver in Vancouver, WA.

Sponsorship provides an ideal marketing prospect for your business. We offer many levels of sponsorship and opportunities for involvement and provide businesses with positive brand recognition. As a sponsor, you can be part of a fun athletic event that promotes health and wellness in our community *and* supports a local non-profit.

### **Overview**

**Run Like a Girl** is a 10K and 5K run/walk & Kids fun run which benefits Second Step Housing, a community-based 501(c)(3) nonprofit which fosters self-sufficiency for at-risk men, women, children and families through affordable housing linked with community services. A healthy outlook on life provides encouragement towards reaching life's goals and finding hope. The RLAG 10K/5K fosters the vital elements that help Second Step Housing clients achieve a healthy balance in their lives on their path to self-sufficiency. The goals of this event are to promote a healthy balance between mind, body and soul, increase awareness of homelessness in our community and raise funds for Second Step Housing programs and services.

### **Demographics**

The RLAG 10K/5K and Kids Fun Run are open to men, women and children. We estimate *700 women, men and children* from Clark County and the Portland area to participate in the 2014 event. Clients served by Second Step Housing will also take part in Run Like a Girl. In the months leading up to the race, Second Step Housing will hold training clinics to help clients prepare for the 5K and 10K. For many of the participants in our program, this will be the first time they will have invested in their health by taking part in a physical activity and setting exercise goals. For others, the event provides further opportunity to maintain a healthy lifestyle that they have been working hard to establish, and in some cases, to reach new goals.

### **Course & Event Description**

The course will start and finish at the Fort Vancouver National Historic Site near the Pearson Air Museum. The 10K and 5K will be chip timed. There will also be a Kids Fun Run. Awards will be given to top women and men finishers in each age category. In addition, we have a tradition of encouraging participants (kids and adults!) to get in the spirit and dress up in costumes. Our intent is to promote a healthy dose of fun!

### **Sponsorship**

Included in this packet is a description of the sponsorship levels available and benefits. We welcome your consideration and would be happy to discuss sponsorship opportunities with you and how they can best meet your company's specific needs.

Join us and help make a meaningful difference in the health and lives of the men, women, children and families living in our community! Thank you!

### **About Second Step Housing**

Since 1996, Second Step Housing has been working to help eliminate homelessness in our community. Ending the cycle of homelessness takes many steps. Second Step Housing develops, renovates, and manages affordable housing, provides comprehensive case management, and offers educational opportunities for adults, children, and families who are working towards social and economic self-sufficiency. In addition, Second Step Housing collaborates and partners with other community agencies, the City of Vancouver and Clark County to ensure the successful delivery of wrap-around services for our clients.

We have developed and currently manage 11 transitional houses and 38 units of affordable housing. Our services include tenant education courses, life-skills classes, a Nurturing Parenting program, and Women Helping Women mentoring program. We serve more than 450 individuals annually through our transitional housing, case management, educational classes and family self-sufficiency program.

For more information about Second Step Housing, please visit our website at [www.secondstephousing.org](http://www.secondstephousing.org).



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### **Cornerstone Sponsor (exclusive) | \$5,000**

- Name/logo on all media press releases, paid advertisements and race promotional materials
  - X-large logo on official race t-shirts
  - Prominent, verbal mention throughout the event
  - Company banner/sign at start/finish location
  - 2 minutes on stage and photo opportunity presenting sponsor check during the Post-Race Awards Ceremony
  - Premier space at event for sponsor/business table
  - Opportunity to include item in goodie bags distributed to participants
  - Sponsor/business promoted on all social media platforms employed by Second Step Housing
  - Name/logo on Second Step Housing website with link to sponsor/business
  - 20 Race Entries (includes race t-shirt)
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### **Keystone Sponsor | \$2,500 cash (or \$5,000 in-kind)**

- Name/logo on all media press releases, paid advertisements and race promotional materials
  - Large logo on official race t-shirts
  - Verbal mention during the event
  - Vendor booth and promotional item in goodie bag
  - Sponsor/business promoted on all social media platforms employed by Second Step Housing
  - Logo on Second Step Housing website with link to sponsor/business
  - Sponsor/Business will be given an exclusivity clause
  - 10 Race Entries (includes race t-shirt)
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### **Pillar Sponsor | \$1,000 (or \$2,000 in-kind)**

- Recognition and hyperlink on Run Like a Girl webpage
  - Medium logo on official race t-shirts
  - Verbal mention during the event
  - Vendor booth and promotional item in goodie bag
  - Name/logo on all media press releases, race promotional materials and social media
  - 5 Race Entries (includes race t-shirt)
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### **Foundation Sponsor | \$ 500 (or \$1,000 in-kind)**

- Name/logo on the Run Like a Girl webpage with hyperlink
  - Name on official race t-shirts
  - Optional: vendor booth, promotional item in goodie bag
  - 5 Race Entries (includes race t-shirt)
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### **Vendor Booth | \$ 250**

- Table for display of products and marketing products
- Name listed as vendor on the Second Step Housing website in connection with the event



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**Sponsorship Form**

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

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website \_\_\_\_\_

**Yes! I (we) will sponsor Second Step Housing's RUN LIKE A GIRL 10K/5K at the following level:**

- Cornerstone Exclusive Sponsor (\$5,000)
- Keystone Sponsor (\$2,500 cash or \$5,000 in-kind)
- Pillar Sponsor (\$1,000 cash or \$2,000 in-kind)
- Foundation (\$500 cash or \$1,000 in-kind)
- Vendor (\$250)
- I wish to make a tax-deductible donation of \$\_\_\_\_\_
- In lieu of a cash payment, I would like to make a product/service donation of \_\_\_\_\_ Value \$\_\_\_\_\_

Please complete this form and return with your check made payable to Second Step Housing.

Second Step Housing  
2500 Main Street, Suite 120  
Vancouver, WA 98660

**Thank You!**

Note: To ensure inclusion on all marketing materials please return form and your check no later than **February 18, 2014**. To ensure inclusion on t-shirts, please return form and your check no later than **April 15, 2014**.

Questions? Please contact Emmanuelle Jarmon at 360-993-5301 or send an email to [ejarmon@secondstephousing.org](mailto:ejarmon@secondstephousing.org).