

JAMES W. FOLEY

FREEDOM RUN



October 14th, 2017

Corporate Sponsorship Opportunities

**JAMES W. FOLEY
LEGACY
FOUNDATION
MISSION**

James W. Foley, a committed freelance conflict journalist, compassionate teacher/mentor and humanitarian, envisioned a world that respects the dignity and life of each person, regardless of socioeconomic status, cultural background or nationality. His life demonstrated an uncompromising commitment to the freedom of the press and the dignity of each person.

The James W. Foley
Legacy Foundation:

***Inspiring Moral
Courage One Person
at a Time***

The James W. Foley Legacy Foundation invites you to become a corporate sponsor for the

**3rd Annual James W. Foley 5K Freedom
Run/Walk**

Onsite and Virtual

To benefit the James W. Foley Legacy Foundation

October 14th, 2017 Rochester NH and Worldwide

On Saturday, October 14th, thousands of runners globally will turn out to Run for Jim. Runners from all over the world will participate in this one of a kind road race to support the James W. Foley Legacy Foundation, in remembrance of Jim, a native of New Hampshire, and all Americans who have made the ultimate sacrifice to protect our freedoms.

Named the “Best New Race in NH” by the Foster’s Daily Democrat in 2015, the Foley Run 5K is both a traditional 5K Run/Walk held in Rochester NH and a “Virtual” Run/Walk, bringing the event to a national and worldwide audience. Professional chip timing, tech T-shirts, engaging registration and fundraising website, a post-race celebration with live music, food and a beer garden all make for a memorable experience, usually typical only of premier races.

Funds raised will be used to:

ADVOCATE for the safe return of all American hostages, for their families, for research on current American hostage policy and for the increased safety and equity of freelance conflict journalists.

PROTECT press freedom and freelance conflict journalists through safety training and education.

EDUCATE the public regarding the silent crises of hostage taking and threats to press freedom; and students of journalism on preventative safety measures through the James W. Foley Safety curriculum.

James W. Foley 5K Freedom Run/Walk

Corporate Team Opportunities

Form A Corporate Team

Studies show that companies with team building charity work have better employee morale and retention. Start a corporate Run/Walk team to bolster your employees' sense of purpose in supporting their community!

Corporate Sponsorship Opportunities

Title Freedom 5K Sponsor (*1 opportunity only*) **\$25,000**

Company Name as Title Sponsor on Race Bib

Name/Logo on FRONT of Run T-shirt

Screening of "Jim: The James Foley Story" for employees followed by Q&A with John & Diane Foley

4 Tickets to the 2018 James W. Foley Freedom Awards in Washington, DC

Company logo displayed at race Start and Finish

Exhibitor Table at Runners' Expo

Marketing collateral/items in run "Goodie Bag" to be given to over 1,000 runners

Company Name, Logo and Hyperlink on "Foley 5K" page and JWFLF website

5 Dedicated Social Media Posts

Press Release - Announcement of Sponsorship & photograph with John & Diane Foley

Freedom 5K Supporter **\$10,000**

Name/Logo on BACK of Run T-shirt. TOP prominent display

Screening of "Jim: The James Foley Story" for employees

2 Tickets to the 2018 James W. Foley Freedom Awards in Washington, DC

Company logo displayed at race Start and Finish

Exhibitor Table at Runners' Expo

Marketing collateral/items in run "Goodie Bag" to be given to over 1,000 runners

Company Name, Logo and Hyperlink on "Foley 5K" page and JWFLF website

4 Dedicated Social Media Posts

Press Release - Announcement of Sponsorship

▪ **Freedom 5K Advocate** **\$5,000**

***Official “Team Photo” Sponsor: Company name displayed at Team Photo Location. (one opportunity)**

Name/Logo on **BACK** of Run T-shirt. **Middle prominent display**

Exhibitor Table at Runners’ Expo

Marketing collateral/items in run “Goodie Bag” to be given to over 1,000 runners

Company **Name, Logo and Hyperlink** on **“Foley 5K” page**

3 Dedicated Social Media Posts

Press Release - Announcement of Sponsorship

▪ **Freedom 5K Protector** **\$2,500**

***“Photo Booth” Sponsor: Company Name displayed at (1 of 3 Photo Booth opportunities)**

Name/Logo on **BACK** of Run T-shirt. **Lower Prominent display**

Exhibitor Table at Runners’ Expo

Marketing collateral/items in run “Goodie Bag” to be given to over 1,000 runners

Company **Name and Logo** on **“Foley 5K” page**

2 Dedicated Social Media Posts

Press Release - Announcement of Sponsorship

▪ **Freedom 5K Friend** **\$1,000**

***“Mile Marker” Sponsor: Company name displayed at (1 of 3 Mile Marker opportunities)**

Name/Logo on **BACK** of Run T-shirt. **Lower display**

Exhibitor Table at Runners’ Expo

Marketing collateral/items in run “Goodie Bag” to be given to over 1,000 runners

Company **Name** on **“Foley 5K” page**

1 Dedicated Social Media Post

**Sponsorship Levels listed indicate limited race day sponsor opportunities. These further recognition opportunities will be awarded on a first come, first serve basis. Please note that once selected, they will no longer be available.*

JAMES W. FOLEY
FREEDOM RUN



Sponsorship Form

Sponsorship Opportunities:

- \$25,000 Title Freedom 5K Sponsor
- \$10,000 Freedom 5K Supporter
- \$5,000 Freedom 5K Advocate
- \$2,500 Freedom 5K Protector
- \$1,000 Freedom 5K Friend

Payment Information:

- Please send me an invoice
- I have enclosed a check made payable to **The James W. Foley Legacy Foundation**

Please fill out the following form to confirm your sponsorship. Completed forms can be returned via email or mail to:

Amy Coyne

amy.coyne@jamesfoleyfoundation.org

The James W. Foley Legacy
Foundation

PO Box 1678

Rochester, NH 03867

**JAMES W. FOLEY
LEGACY FOUNDATION**

Contact Information:

Company Name (as you wish to be acknowledged)

Company Address

Contact person's Name

Contact Phone Number

Contact Email Address

Thank you for Supporting the
2017 James W. Foley 5K Freedom
Run/Walk.

Once we receive your completed &
signed sponsorship form, we will contact
you to discuss arrangements,
sponsorship benefits and recognition.

Please send your high-resolution color
and black and white logos (.EPS or
Vector are preferred) to
amy.coyne@jamesfoleyfoundation.org.

Thank You