



HOPE HOUSE 5K & FUN RUN OF COLORADO

EMPOWERING TEEN MOMS!

Please join us at our 6th annual 5K & Fun Run

HOPE HOUSE 5K & FUN RUN



DATE: Saturday, May 4th, 2019

TIME: 5K 9:00am | Fun Run 9:30am | Day of Registration 8:00am

LOCATION: Lake Arbor Park | 6400 Pomona Drive, Arvada, CO 80003

PRICE: Save \$5 with Earlybird pricing until April 1. Online registration ends May 1.

5K Adult: \$40 (\$35 Earlybird) | 5K 12 & under: \$25 (\$20 Earlybird)

Fun Run Adult: \$30 (\$25 Earlybird) | Fun Run 12 & under: \$20 (\$15 Earlybird)

5K FOR ALL AGES!

BolderBOULDER Qualifying 5K! **BOLDERBOULDER**

FUN RUN!

1.4 miles around the lake at any pace.

Strollers welcome!

FAMILY FUN FOLLOWS THE RACE!

Diaper Dash

PRE-REGISTER NOW FOR \$35!

HOPEHOUSEOFCOLORADO.ORG

FOR MORE INFORMATION:

Doris Jean-Charles: 303.429.1012, ext. 237

Doris.Jean-Charles@hopehouseofcolorado.org

HOPE  HOUSE
OF COLORADO

5K & FUN RUN SPONSORSHIP OPPORTUNITIES

HOPE  **HOUSE**
OF COLORADO

BRONZE SPONSORSHIP

\$500

Hope House is metro-Denver's only resource providing free self-sufficiency programs to parenting teen moms, including Residential, GED, and College & Career Programs. Additional supportive services include Healthy Relationships and Parenting classes, Early Learning, life skills workshops and certified counseling, all designed to prepare them for long-term independence.

RACE DAY PERKS

1 TWO FREE RACE TICKETS

Use for:

- Staff Appreciation
- Client Giveaways



2 RACE BAG INCLUSIONS

We'll include your promotional materials in the participant race bags!



2

3 LOGO PROMINENCE

Logo prominence descends from Title to Bronze:

- Registration Sponsor Banner
- Participant Race T-shirts
- Resource Center Display
- visible for a full year



3

5K & FUN RUN SPONSORSHIP OPPORTUNITIES

HOPE  HOUSE OF COLORADO

SILVER SPONSORSHIP

\$1,000

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RACE DAY PERKS

1 FIVE FREE RACE TICKETS

Use for:

- Staff Appreciation
- Client Giveaways



3 RACE BAG INCLUSIONS

We'll include your promotional materials in the participant race bags!



2 ACKNOWLEDGEMENT OF SPONSORSHIP FROM EMCEE

Be heard by an estimated:

- 300+ 5K & Fun Run participants
- 30+ volunteers
- 15+ vendors



4 LOGO PROMINENCE

Logo prominence descends from Title to Bronze:

- Registration Sponsor Banner
- Participant Race T-shirts
- Resource Center Display - visible for a full year



DIGITAL MARKETING

5 WEBSITE PRESENCE

- Company logo on Hope House website that links to company website, logo prominence descends from Title to Bronze



SOCIAL MEDIA

• Facebook:

Audience: 3,390 page likes, Average Post Reach: 900+ people

- 3 pre-event posts with link to event page
- 1 post-event post that features all event sponsor logos, 1 Facebook review post-event

• Twitter:

- 1 post-event post featuring sponsor logos



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5K & FUN RUN SPONSORSHIP OPPORTUNITIES



GOLD SPONSORSHIP

\$2,000

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RACE DAY PERKS

1

10 FREE RACE TICKETS

Use for:

- Staff Appreciation
- Client Giveaways



FREE BOOTH SPACE

Promote your business or product on race day! You'll be visible to all 5K and Fun Run participants, as well as their friends and family who come to cheer them on! We'll also include your promotional materials in the participant race bags!

3

ACKNOWLEDGEMENT OF SPONSORSHIP FROM EMCEE

Be heard by an estimated:

- 300+ 5K & Fun Run participants
- 30+ volunteers
- 15+ vendors



2

LOGO PROMINENCE

Logo prominence descends from Title to Bronze:

- Registration Sponsor Banner
- Participant Race T-shirts
- Resource Center Display - visible for a full year

4



DIGITAL MARKETING



TWO 5K EVENT EMAIL BLASTS TO OUR DATABASE

Audience: Your company logo sent to over 5,700 email addresses of Hope House supporters

5

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WEBSITE PRESENCE

- Company logo on Hope House website that links to company website, logo prominence descends from Title to Bronze



- **Facebook Posts & Ticket Giveaways:**
Audience: 3390 Likes, Average Post Reach: 900+ people
- 4 pre-event posts with link to event page
- 1 post-event post featuring sponsor logos
- 1 Facebook review post-event
- Includes tag to your company page in all posts
- One two-pack event ticket giveaway on Facebook, sponsored by your company

- **Twitter:** 2 pre-event posts with link to event page, 1 post-event post featuring all event sponsor logos
- Includes tag to your company page in all posts
- **LinkedIn:** 1 pre-event post & 1 post-event post
- Includes link to event page
- **Instagram:** 1 pre-event post & 1 post-event post
- Includes link to event page

SOCIAL MEDIA



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5K & FUN RUN SPONSORSHIP OPPORTUNITIES

HOPE  HOUSE OF COLORADO

TITLE SPONSORSHIP

\$5,000

Includes: Step & Repeat banner, featuring your logo, (meaning your logo will be visible in social media posts announcing the winners!) with professional photographer, and digital images from the event.

Includes sponsorship of the Diaper Dash!



RACE DAY PERKS

1

15 FREE RACE TICKETS

Use for:

- Staff Appreciation
- Client Giveaways



FREE BOOTH SPACE

Promote your business or product on race day! You'll be visible to all 5K and Fun Run participants, as well as their friends and family who come to cheer them on! We'll also include your promotional materials in the participant race bags!

4



COMPANY NAME ON ALL EVENT WINNER RIBBONS

2

LOGO PROMINENCE

Logo prominence descends from Title to Bronze:

- Registration Sponsor Banner
- Participant Race T-shirts
- Resource Center Display - visible for a full year



5

3

ACKNOWLEDGEMENT OF SPONSORSHIP FROM EMCEE

Be heard by an estimated:

- 300+ participants
- 30+ volunteers
- 15+ vendors



DIGITAL MARKETING



TWO 5K EVENT EMAIL BLASTS TO OUR DATABASE

Audience: Your company logo sent to over 5,700 email addresses of Hope House supporters

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7

WEBSITE PRESENCE

- Company logo on Hope House website that links to company website, logo prominence descends from Title to Bronze



Facebook Posts & Ticket Giveaways:

- Audience: 3,390 likes, Average Post Reach: 900+ people
- 4 pre-event posts with link to event page
 - 1 post-event post featuring sponsor logos,
 - 1 Facebook review post-event
 - Includes tag to your company page in all posts
 - Two two-pack event ticket giveaway on Facebook, sponsored by your company
 - Diaper Dash Sponsorship
 - Social media photos will be taken in front of Step and Repeat banner, featuring your logo

- **Twitter:** 2 pre-event posts with link to event page, 1 post-event post featuring all event sponsor logos
- Includes tag to your company page in all posts
- **LinkedIn:** 1 pre-event post & 1 post-event post
- Includes link to event page
- **Instagram:** 1 pre-event post & 1 post-event post
- Includes link to event page

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SOCIAL MEDIA



Hope House is metro-Denver's only resource providing free self-sufficiency programs to parenting teen moms, including Residential, GED, and College & Career Programs. Additional supportive services include Healthy Relationships and Parenting classes, Early Learning, life skills workshops and certified counseling, all designed to prepare them for long-term independence.

RACE BAG DONATIONS

Did you know that 67% of parenting teen moms live below the poverty line? That only half of teen moms will ever graduate from high school and less than 1% will earn a college degree? That the majority of teen moms have experienced some form of abuse as a child and are more likely to abuse or neglect their own child?

Hope House works to break the cycle of poverty and abuse that surrounds teen parenting. We offer free self-sufficiency programs such as Residential, GED, College & Career, Healthy Relationships and Parenting to teen moms from all over the Denver-metro area.

On Saturday, May 4, we will host our annual Hope House 5K and Fun Run at Lake Arbor in Arvada. This exciting event is designed to raise awareness and funds as we seek to empower disadvantaged teen moms, one of the most overlooked yet vulnerable populations in our community. Last year we had almost 300 runners and this year we expect even more.

Will you please consider a donation to this year's 5K? Your investment in our young moms is the first step in breaking the cycle of generational poverty and neglect often experienced by teen moms!

Thank you for your consideration,

Doris Jean-Charles
Development Officer

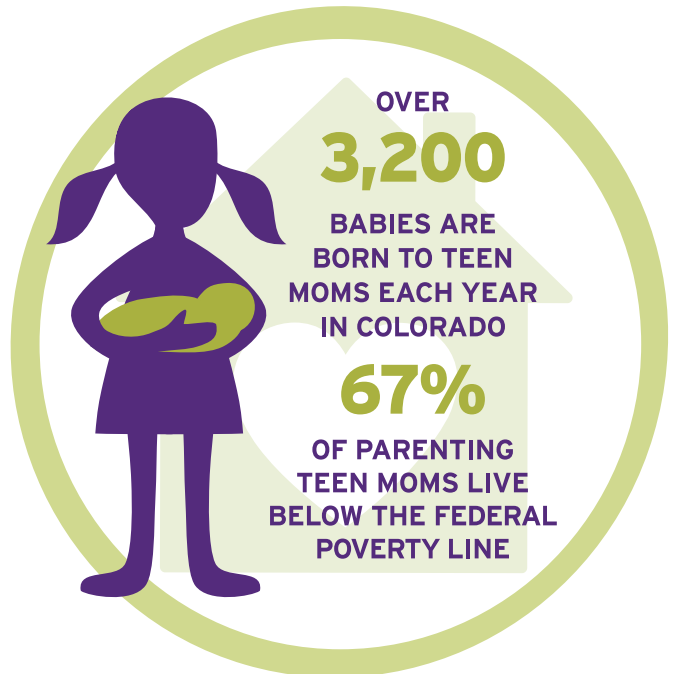
303.429.1012, ext. 237

Doris.Jean-Charles@hopehouseofcolorado.org

Donor's Name: _____

Item Donated: _____

Value of Donation: \$ _____



This letter is your receipt for donation.

IRS tax ID # 84-1567838

www.hopehouseofcolorado.org



BECOME A SPONSOR!

SPONSORSHIP FORM

Thank you so much for your interest in becoming a sponsor for Hope House's Annual 5K and Fun Run on **Saturday, May 4, 2019!** This event is designed to raise awareness and funds as we seek to empower teen moms to become personally and economically self-sufficient. We will need the following items for your sponsorship:

Sponsor Name: _____

Contact Name: _____

Contact Email: _____ Contact Phone #: _____

Address: _____

Sponsorship Level (circle one below):

Title \$5,000

Gold \$2,000

Silver \$1,000

Bronze \$500

IMPORTANT: Please return this form along with a **high-quality file of your logo** and a list of your **social media handles** to: **Doris Jean-Charles at Doris.Jean-Charles@hopehouseofcolorado.org**

Please note that if social media handles are not provided, Hope House may be unable to tag your sponsorship name in social media posts.

THANK YOU!

Questions:

Contact our Development Officer Doris Jean-Charles: 303.429.1012, ext. 237

Doris.Jean-Charles@hopehouseofcolorado.org