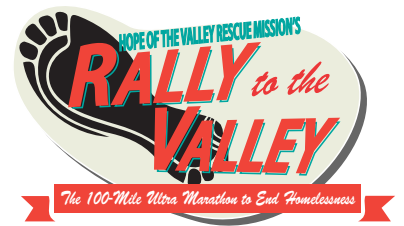


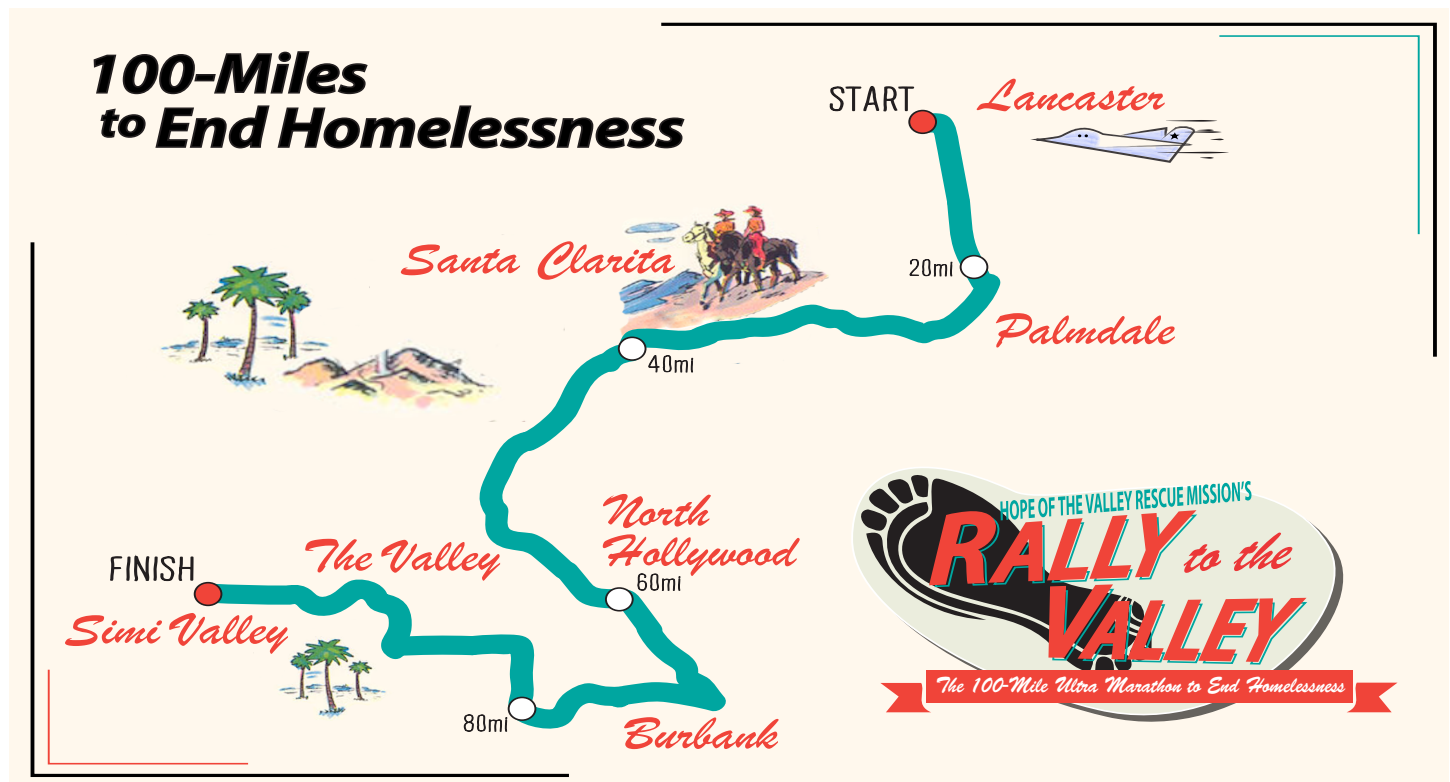
Partner with us to End Homelessness

An 8-Day 100 Mile Ultra Marathon: March 19-27



Hope of the Valley's CEO Ken Craft and CFO Rowan Vansleve will put their bodies to the test in an effort to raise \$300,000 to secure a 20,000+ sq. ft. building in the San Fernando Valley to bring home 150 people who are currently living on the streets. This run, figuratively and literally, will be a *Home Run....A run to bring people home.*

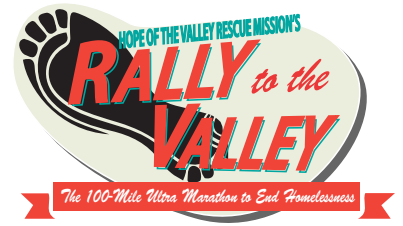
The run will take place over 8 days. It will start at our Northernmost facility in Lancaster and weave it's way through our existing 17 site locations, through the Antelope Valley, Santa Clarita Valley, San Fernando Valley and concluding at our Simi Valley Thrift Store. Hope of the Valley programs will be featured with mini-events at each site. Including the unveiling of new programs opening in partnership with local community leaders.



People and organizations can participate with us:

- **Become an Event Sponsor:** Event sponsors will share media coverage as co-sponsors of the *Rally to the Valley* event in social media (eblasts, Facebook, Instagram), print media and live coverage during the event.
- **Sponsor a Day:** Day sponsors will share media coverage on the day they sponsor and prior to the event through social media (eblasts, Facebook, Instagram), print media and during the event through the t-shirt for the day.
- **Become a Virtual Runner:** Run on a treadmill, or run from home. Virtual runners can race Ken and Rowan to the race line with their own virtual run and win prizes from sponsors. Participants can help us by seeking people to sponsor their own run.
- **Run a Mile with Ken:** Sections of the course will be identified so other runners can join us along the way and even participate in running alongside Ken.
- **Sponsor a Mile:** Organizations have the opportunity to sponsor a mile, a day or the whole event. Sponsoring organizations will be promoted through our marketing, print media, social media and in live coverage throughout the event.

Partnership Opportunities



Event Sponsor - \$25,000

Event sponsors will share media coverage as co-sponsors of the Rally to the Valley event in social media (eblasts, Facebook, Instagram), print media and live coverage during the event.

- “Presented by ...” mentions in social media, print media and live coverage during the event.
 - Logo prominent on rallytothevalley.com, eblasts and print media
- Social Media take-over (10 Posts)–Facebook & Instagram, company hashtag on posts throughout event
 - Give-aways at donor sites and Virtual Swag Bag

Day Sponsor - \$10,000

Day sponsors will share media coverage on the day they sponsor and prior to the event through social media (eblasts, Facebook, Instagram), print media and during the event through the t-shirt for the day.

- “Day presented by ...” Mentions in social media, print media and live coverage during the sponsorship day
 - Logo on sponsor page of rallytothevalley.com
- Social media shoutouts (4)–Facebook & Instagram, company hashtag on posts on sponsorship day
 - Give aways on sponsorship day

Break Site Sponsor - \$8,000

Organizations on the course can become break-site sponsors. We will be visiting some participating organizations throughout the valley, destinations that have become iconic and have set the valley on the map and in the hearts of people that have lived and grown up here. Possibly including, favorite food stops, entertainment and movies sets.

- “Break site presented by ...” Mentions in social media, print media and live coverage during the sponsorship day
 - Logo on sponsor page of rallytothevalley.com
- Social media shoutouts (4)–Facebook & Instagram, company hashtag on posts on sponsorship day
 - Give aways for participants at Break Site.

Sponsor a Mile - \$500 - \$1,000

Sponsoring a mile organizations will be promoted through our marketing, print media, social media and in live coverage during the sponsorship mile.

- Media mention on sponsorship day
- Organization name on t-shirt of the day

Run a Mile with Ken - \$250

Get an inside view by running with Ken. Sections of the course will be identified so other runners can join us along the way and even participate in running alongside Ken.

Marketing Partner

Become a marketing partner and promote your organization to our social media followers. Details TBD based upon partnership. Inquire for details.

Other Sponsorship Opportunities

Pace Car - \$7,500 ; Shirt Sponsor - \$2,500; Runner Costume - \$5,000

(Do you have a sponsorship idea? Please share it with us.)