

SPONSORSHIP OPPORTUNITIES



OURHOUSE

GRIEF SUPPORT CENTER

Run For Hope

#OHRun4Hope



Presenting Sponsors

The Hollander Family





OURHOUSE

GRIEF SUPPORT CENTER

Run For Hope

The **OUR HOUSE Run For Hope** provides an opportunity to celebrate and honor the memory of those close to us who have died. A day to **share grief, loss and love**, the Run For Hope offers the community a sense of hope and connection.

SHARING GRIEF. FINDING **HOPE**.

OUR HOUSE Grief Support Center believes that no one should grieve alone. Our purpose is to provide the Los Angeles community with grief support services, education, resources and hope. Our programs serve children, teenagers and adults. **OUR HOUSE** provides essential grief support for a universal experience that is still misunderstood and taboo in contemporary culture.

2017 PRESENTING SPONSORS



The Hollander Family

Animals remind us how important it is to give unconditionally and be present in the moment. They inspire us by example. My vision for OUR HOUSE Grief Support Center, Karma Rescue and Wags & Walks is to have these three wonderful organizations collaborate by uniting people and animals at their most vulnerable times, helping them provide solace and support for each other.

- Jackie Hollander, OUR HOUSE, Karma Rescue, Wags & Walks Volunteer



Every year, we grow in size *and* spirit...

2010 : 300 participants : over \$50K raised

2011 : 500 participants : over \$75K raised

2012 : 700 participants : over \$175K raised

2013 : 1,000 participants : over \$200K raised

2014: 1,200 participants : nearly \$300K raised

2015: 1,500 participants : over \$390K raised

2016: 1,700 participants : over \$450K raised

What makes the *Run For Hope* unique are the **creative** and **meaningful** ways to participate.

Personalized shirts. Registrants wear a shirt with a photo of their special person on the back.

Teams. More than 50% of participants register as a team.

Fundraising Pages. Many of our participants actively fundraise, translating to more than half of the total monies raised.

Social Responsibility. Businesses show their support through signage and day-of visibility that can include:

- Naming rights of specific event elements
- Prominent visibility along the route
- Being a part of the day's entertainment
- Show your support by having an expo booth
- Include materials in the Race Bags



LAST YEAR'S SPONSORS

In-Memory Ceremony Sponsor

The Rapaport Family

Team Zone Sponsors
Rand, Carol, Kevin & Dana April
Marci & Greg Foster
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In-Memory Wall Sponsors
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Kayne Anderson Rudnick
Julie & Mark Platt

Water Sponsor
Penta Water

Parking Sponsor
Ace Parking

Expo Sponsors

Food
Bertha's Brownies
Di Dios Italian Ice
Homemade Harvey
IN-N-OUT
Justin's Nut Butter
Nature's Baker
Pressed Juicery
Starbucks
Trader Joes
Western Bagels

Health + Wellness
Adam Yoser Massage
Healing Hands Massage Therapy

Entertainment
Mar Vista Garden Steppers
Aerial Warehouse: contortionists
Magic Castle Junior Magicians
'Run MC' DJ & Announcer
Face Painters
School of Rock

Choosing the Run For Hope as your marketing channel...

For over two decades, OUR HOUSE has maintained a dedicated and diverse database of community partners, donors, and supporters.

Serving approximately 10,000 individuals annually, we continue to create new lasting relationships.

This year's Presenting Sponsors are offered even **more** outreach, **more** awareness, and **more** participation as we deepen our presence and extend our reach.

9 Cool Things to Do in L.A. This Weekend

Prior Press Coverage Highlights

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EVENT INFORMATION

Details

Date: Sunday, April 30, 2017

Location: West LA Civic Center & Bandshell

Event Schedule:

Check-In / Registration	6:30am
In-Memory Ceremony	7:30am
Opening Ceremonies	9:00am
Official Start of 5K & Kid Fun Run	9:15am
Festival and Kid Fun Zone	8:30-noon

Event Features

- Personalized t-shirts
- In Memory Wall
- Pet Memory Wall
- Children's Ceremony
- Team Lounge
- Photo Booth
- Expo Booths
- Magicians
- Finish Line medals
- Chip Timing
- West LA Farmers' Market
- Fundraising Incentive Prizes



NAMING SPONSORSHIPS

All Naming Sponsorships include:

- Visibility on event t-shirts, postcards, and Start/Finish Line Banner
- Logo recognition on OUR HOUSE website for 2017 & all pre/post event e-blasts
- Live PA announcements at the event
- Reserved table in the designated Team Zone
- 2 Event VIP Parking
- 2 **Expo Booths** each with table, chairs and canopy
- Opportunity to have materials placed in race packet

PRESENTING SPONSOR \$50,000

- Naming of Event
- Prime visibility on Step and Repeat
- Logo on Race Numbers & Medals
- Visibility on all event and agency mailings, e-blasts, and event collateral
- Logo on mile marker signage
- Radio & TV exposure when possible
- Opportunity to host late registration and packet pick-up prior to race day
- **50** entries to participate in the *Run For Hope*

SOLD



5K ROUTE NAMING \$25,000

- Naming of 5K route
- Top tier placement on Stage Banner
- Logo on mile marker signage
- Logo on Race Numbers
- **25** entries to participate in the *Run For Hope*

KID FUN RUN NAMING \$20,000

- Naming of Kid Fun Run
- Logo on Fun Run turnaround signage
- **25** entries to participate in the *Run For Hope*

IN-MEMORY CEREMONY NAMING \$20,000

- Naming of In-Memory Ceremony
- Prime Visibility on In-Memory Ceremony backdrop
- **20** entries to participate in the *Run For Hope*

SOLD



EVENT SPONSORSHIPS

Memory Wall, Team Zone, and Hope Sponsors ALL receive:

- Sponsor recognition on OUR HOUSE website for 2017
- Sponsor recognition on pre/post event e-blasts
- Reserved table in the designated Team Zone
- 1 Event VIP parking
- Optional **Expo Booth** with table, chairs and canopy
- Opportunity to have materials placed in race packets
- Name etching on OUR HOUSE Wall of Honor– 4”x 4”

MEMORY WALL SPONSOR \$15,000 - 5 available

- Corporate logo or name on Memory Wall
- Prominent visibility on Start/Finish Line Towers
- Social Media mentions
- 10 entries into the *Run For Hope*

TEAM ZONE SPONSOR \$10,000 - 7 available

- Corporate logo or name on Team Zone Banner
- Prominent visibility on Start/Finish Line Towers
- Sponsor recognition on pre/post event e-blasts
- Social Media mentions
- 10 entries into the *Run For Hope*
- Opportunity to have a reserved table in Team Zone

HOPE SPONSOR \$5,000

- Corporate logo, name or message on a 4’x4’ double-sided sign along the route surrounded by balloons, seen by all participants
- 6 entries into the *Run For Hope*

MILE MARKER SPONSOR \$2,500

- Corporate logo, name or message on a 2’x3’ single-sided sign at one of the three mile designations
- Corporate logo or message on a sign in the Garden Section of the festival, seen by all participants
- 3 entries into the *Run For Hope*
- 1 Event VIP parking
- Optional **Expo Booth** with table, chairs and canopy
- Opportunity to have materials placed in race packets

TEAM OUR HOUSE SPONSOR \$1,500

- Corporate logo, name or message on a foundational brick in the Garden Section of the festival
- 2 entries into the *Run For Hope*
- Optional **Expo Booth** with table, chairs and canopy
- Opportunity to have materials placed in race packets



GARDEN SPONSOR \$500

- Corporate logo, name or message on our Tree of Support in the Garden Section of the festival
- 2 entries into the *Run For Hope*

All sponsors \$2,500+ will receive additional recognition on a designated tower at the festival