



SPONSORSHIP  
PACKET 2018

PRESENTS



# RUN THE MOUNTAIN

5K \* 10K \* 15K TRAIL RUN

SEPTEMBER 22

SQUAK MOUNTAIN STATE PARK

## NuHope Street & Run the Mountain

The objective of NuHope Street is to help children and families – focusing locally and globally on providing educational, medical and life-sustaining resources. Support ranges from facilitating the building of a school across the world to helping an organization provide a center for homeless teens/children just down the street. Beneficiaries are chosen based on their ability to utilize our resources to directly impact their cause & mission.

**Run the Mountain** is NuHope Street's signature trail running event benefitting Treehouse, a Seattle based organization that enriches the lives of children in foster care.

Run the Mountain offers the opportunity to participate in a run through beautiful *Squak Mountain State Park*, experiencing old growth forests, rolling creek beds, and scenic overlooks. Post-run, reward yourself with some delicious *wood-fired pizza and ice cold beer or soft drinks*. We've mapped out three routes, allowing runners of all experience levels to dip a toe into trail running or push themselves to go a little further!

The following pages highlight some of the many benefits of sponsoring this event. It's a great opportunity to get involved, get the word out about your charitable efforts, and let your business shine thru this cause marketing opportunity.



# WHO BENEFITS?

## Treehouse is giving foster kids a childhood and a future.

In 1988, a group of DSHS social workers grew tired of seeing the deprivation often faced by children in foster care. They started purchasing the little things needed to help children feel loved and capable — things like birthday presents and school supplies — funded by community bake sales and car washes.

Thanks to the support of tens of thousands of generous donors, Treehouse's talented staff, and many caring and committed partners, today **Treehouse helps 7,000 youth in foster care each year** through programs that help them **succeed in school, fulfill key material needs, and provide important childhood experiences.**

In 2012, Treehouse embarked on a goal to address the alarmingly high dropout rate among youth in foster care. We know that with intentional, individualized support, youth in foster care can and will graduate from high school at the same rate as their peers with a plan for their future. Treehouse has acquired a track record of success in helping youth in foster care thrive, and remains dedicated to building a road to hope and possibility for our kids, toward the bright future they equally deserve.

See how **Treehouse** is making an impact in WA state:

[treehouseforkids.org](http://treehouseforkids.org)

Your sponsorship helps *create a road to hope* for youth in foster care across WA State.



**treehouse™**  
giving foster kids a childhood and a future



# SPONSORSHIP PERKS

Your sponsorship package includes **multiple runner registration passes**, as well as a **hefty marketing boost** for your brand online and during the event.

## RUNNER REGISTRATION PASSES

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You'll receive runner registration passes to bring people along to the event. **Free event gear will be included for each person.**



Want to provide a fun, paid-for activity for your employees? Consider sponsorship for this event and **save money on quantity registrations.**



Have some friends who run? Rally them together to **create a team** sponsorship and save money.

## SOCIAL MEDIA & ON-SITE EVENT RECOGNITION

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Your brand will be **included in digital marketing campaigns** to increase event awareness.



Your company logo will be displayed on **event shirts, promotional flyers, and large banners** placed throughout the event.



Your brand will be **promoted in social media posts** and **highlighted on the event registration website.**

**YOUR LOGO HERE!**



## BECOME A SPONSOR.

Help us reach our goal, and have a great time while you're at it.



\$5,000

Premier brand and logo recognition on website, social media (5 direct brand post/shares), and event gear. **20 VIP registration passes** (includes all hand out swag)



\$3,000

Brand and logo recognition on website, social media (3 direct brand post/shares), and event gear. **10 VIP registration passes** (includes all hand out swag)



\$2,000

Brand and logo recognition on website, social media (1 direct brand post/shares), and event gear. **5 VIP registration passes** (includes all hand out swag)



\$500

Brand and logo recognition on website, social media (1 direct brand post/shares), and event gear. **2 VIP registration passes** (includes all hand out swag)

ARE YOU READY TO RUN?



# **NuHope Street**

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**@NUHOPESTREET | #RunTheMTN**