



Participation & Sponsorship Opportunities
Saturday, November 13, 2010



History

- Thousands of walkers, runners and joggers will take steps to end homelessness in Dallas at the 4th Annual *Help the Homeless WalkAthon & 5K*. The event includes a family fun walk and, for the second year, a 5K run. In addition, festivities will include food, music and other fun activities.
- Proceeds from this year's *WalkAthon & 5K* will be used to support Metro Dallas Homeless Alliance (MDHA), operators of The Bridge: Dallas' Way Back Home. People experiencing homelessness access opportunities at The Bridge, the area's only centralized multi-service campus for care and housing.
- Whether you walk as an individual, a corporate team, or a group, you can make a significant difference. Last year, more than 2,100 participants put their soles into helping end chronic homelessness in Dallas. Over the past two years, this event has raised over a *half million dollars* for MDHA.
- In 2010, our goal is to have more than 3,000 participants. Come join us!





Media and Publicity

- In 2009, approximately \$126,000 worth of paid and donated advertising was secured.
- Last year's advertising schedule included TV, print, radio, internet and movie theater placements.
- Publicity generated in 2009 was valued at \$624,194 and included TV, print, and radio.
- This year, expect additional exposure with an aggressive social media campaign including Facebook, Twitter, Race Nation and MySpace.





Beneficiaries

Metro Dallas Homeless Alliance (MDHA) Operators of The Bridge

MDHA is best known as operators of The Bridge, Dallas Homeless assistance campus, designed to provide guests the necessary help to stabilize, find employment, and move into permanent housing placements.

There are 16 co-located agencies and 24 partners organizations who collaborate to provide

- shelter, meals
- showers, laundry, haircuts
- mail, storage
- primary healthcare, mental healthcare
- case management, chemical dependency services, job seeker services, housing.
- legal aid, social security, veterans services
- a kennel for the homeless guest with a pet companion.

Emergency shelter is just the first step in MDHA's mission to end chronic homelessness. And we can't do it alone. MDHA is a 501(c)(3) member organization composed of a broad spectrum of stakeholders committed to ending homelessness in Metropolitan Dallas through advocacy, planning, and education.





I Want To Walk, Jog or Run!

Individuals

- Registration at www.helpthehomelessdallas.org
- Individual registration fees:
 - \$25.00 through 11/6
 - \$30.00 11/7 – 11/12
 - \$35.00 on race day
 - \$15.00 children 18 and under
- Family package
 - \$70.00 family package includes two adult and two entries for children 18 and under
- Registration includes:
 - *Help the Homeless WalkAThon & 5K* t-shirt, featuring colorful artwork designed by a child from Rainbow Days, a non-profit that hosts summer camps for homeless children.



Groups

- **Groups of 10 or more receive a discount off adult registrations**
- Special recognition on the day of the race
- Great team building opportunity
- Promotes corporate wellness



Runner Demographics

Typical U.S. Female Runner

- Age: 39.4 years (median = 39)
- Married (62% of total)

Individual Income was \$50,000+

- 64% females had household income of \$75,000 or more
- 45% females had household income of \$100,000 or more

College educated

- 79% have college degree
- 42% have post-graduate degree

Typical U.S. Male Runner

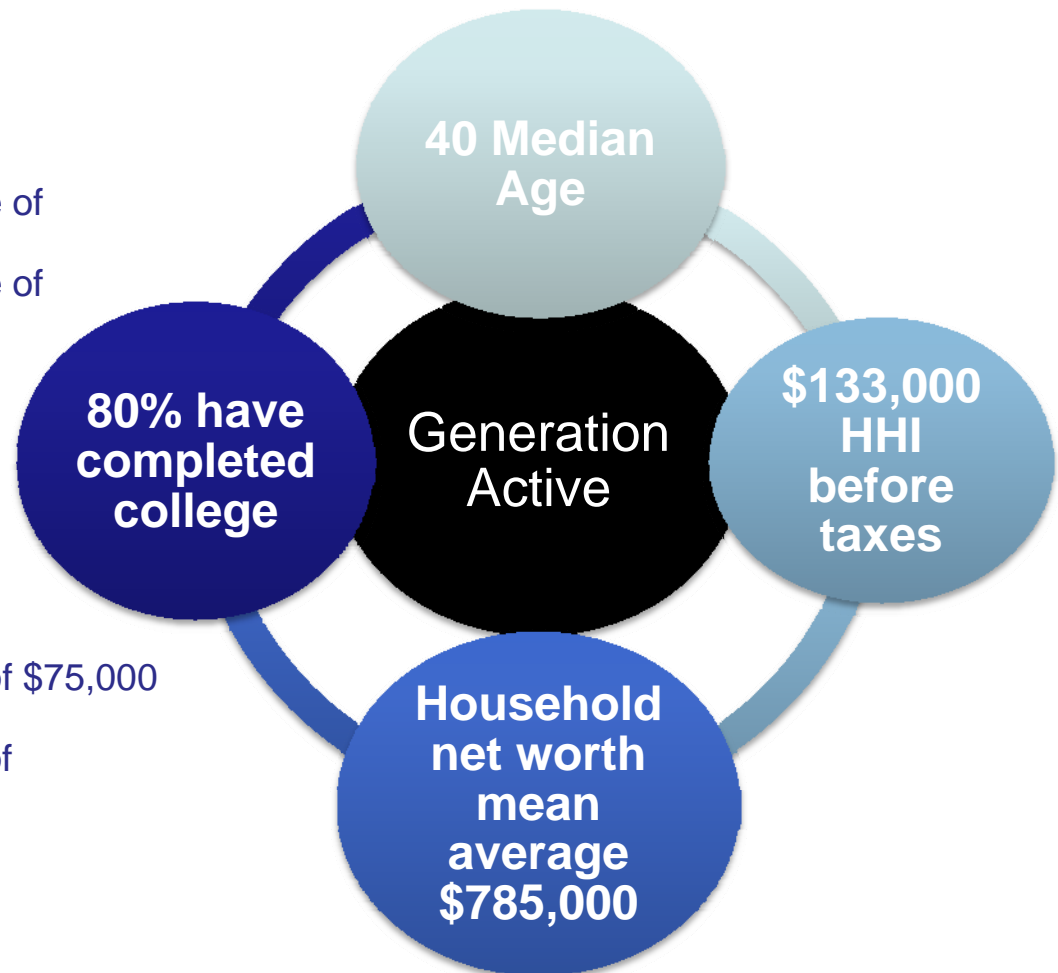
- Age: 45.1 years (median = 45)
- Married (74% of total)

Individual income was \$75,000+

- 76% males had household income of \$75,000 or more
- 57% males had household income of \$100,000 or more

College educated

- 80% have college degree
- 37% have post-graduate degree





Strength Sponsor - \$50,000



Promotion: Recognition as “Presenting Sponsor” with prime logo/company name placement on all marketing & promotional materials! Placement includes the following:

- Event t-shirts (3,000 estimated)
- Race brochures (25,000 estimated) distributed throughout the DFW Metroplex
- Race bibs (3,000 estimated)
- Registration applications (1,500 estimated)
- Race/event website with a hyperlink to your company’s website (traffic 50,000+)
- Print advertisements, television commercial and recognition on radio
- Social media inclusion
- Company name/logo on the start/finish line banner

Event :

- Tented 10'x 20' event space to highlight your company onsite
- Distribute information, promotional items, or sampling to participants
- Premium booth space location
- Event space includes tables, chairs, and electricity

Opportunity: Make the most of your presenting sponsorship!

- Include promotional materials/items in race packets to participants
- Your company spokesperson will be invited to participate in media promotions and publicity events, help emcee event, ‘shoot’ the start gun to begin the walk and present the awards

Recognition: Let’s hear it for you!

- Company name recognition during PA announcements from the stage
- Opportunity to display your company signage/banners/balloons throughout event site and route.
- Recognition in MDHA newsletter distributed to all members

Participate: Come out and show your support!

- You receive forty(40) walk/run entries to encourage your employees to put on their running/walking shoes and support a great cause

Added Bonus:

- Category exclusivity
- First Right of Refusal for 2011 Presenting Sponsorship



Dignity Sponsor - \$25,000



Promotion: Featured “official sponsor” placement on all marketing & promotional materials! Placement includes the following:

- Event t-shirts (3,000 estimated)
- Race brochures (25,000 estimated) distributed throughout the DFW Metroplex
- Registration applications (1,500 estimated)
- Race/event website with a hyperlink to your company’s website (traffic 50,000+)
- Print advertisements
- Company name/logo on the start/finish line banner

Event: Tented 10’x 20’ event space to highlight your company onsite

- Distribute information, promotional items, or sampling to participants
- Event space includes tables, chairs, and electricity

Opportunity: Make the most of your presenting sponsorship!

- Include promotional materials/items in race packets to all participants
- Your company spokesperson will be invited to participate in media promotions and publicity events, help emcee event, ‘shoot’ the start gun to begin the walk and present the awards

Recognition: Let’s hear it for you!

- Company name recognition during PA announcements from the stage
- Opportunity to display your company signage/banners/balloons throughout event site and route.
- Recognition in MDHA newsletter distributed to all members

Participate: Come out and show your support!

- You receive thirty (30) walk/run entries to encourage your employees to put on their running/walking shoes and support a great cause



Hope Sponsor - \$15,000



Promotion: Your company name and logo will be everywhere! Placement includes the following:

- Event t-shirts (3,000 estimated)
- Race brochures (25,000 estimated) distributed throughout the DFW Metroplex
- Registration applications (1,500 estimated)
- Race/event website with a hyperlink to your company's website (traffic 50,000+)
- Print advertisements

Event:

- Tented 10'x10' event space to highlight your company onsite.
- Distribute information, promotional items, or sampling to participants
- Event space includes tables, chairs, and electricity

Opportunity: Make the most of your sponsorship!

- Include promotional materials/items in race packets to all participants
- Your company spokesperson will be invited to participate in media promotions and publicity events, help emcee event, 'shoot' the start gun to begin the walk and present the awards

Recognition: Let's hear it for you!

- Company name recognition during PA announcements from the stage
- Recognition in MDHA newsletter distributed to all members

Participate: Come out and show your support!

- You receive twenty (20) walk/run entries to encourage your employees to put on their running/walking shoes and support a great cause



Compassion Sponsor - \$5,000

Promotion: Your company name and logo featured!

- Registration applications (1,500 estimated)
- Race/event website with a hyperlink to your company's website (traffic 50,000+)

Event:

- Tented 10'x10' event space to highlight your company onsite.
- Distribute information, promotional items, or sampling to participants
- Event space includes tables, chairs, and electricity.

Opportunity: Make the most of your sponsorship!

- Include promotional materials/items in race packets to all participants

Recognition: Let's hear it for you!

- Company name recognition during PA announcements from the stage
- Recognition in MDHA newsletter distributed to all members

Participate: Come out and show your support!

- You receive ten (10) walk/run entries to encourage your employees to put on their running/walking shoes and support a great cause.





Hugs & Handshakes

HUGS PACKAGE - \$1,000

Promotion: Your company logo will be included on...

- Race/event website with a hyperlink to your company's website (traffic 50,000+)

Event: Feature your products!

- Include promotional materials/items in race packets to all participants
- 10 X 10 booth space at event
- Distribute information, promotional items, or sampling to participants
- Includes tables and chairs
- Tent and electricity can be added for additional fee

Participate: Show your support!

- You receive four (4) walk/run entries to encourage your employees to put on their running/walking shoes and support a great cause.



HANDSHAKES PACKAGE - \$500

Promotion: Your company logo will be included on...

- Race/event website with a hyperlink to your company's website (traffic 50,000+)

Event: Feature your products!

- 10 X 10 booth space at event
- Distribute information, promotional items, or sampling to participants
- Includes tables and chairs
- Tent and electricity can be added for additional fee

Participate: Show your support!

- You receive two (2) walk/run entries to encourage your employees to put on their running/walking shoes and support a great cause.



Restaurant Sponsor

Promotion: Your company logo will be included on...

- Race/event website with a hyperlink to your company's website (traffic 50,000+)

Event: Highlight the downtown eateries and feed some hungry walkers and runners!

- 10 X 10 booth space at event
- Feature your restaurant at the event and provide a minimum sampling for 1,000 participants
- Distribute promotional items, or couponing to participants
- Tables, chairs, tent and electricity can be added for an additional fee

Participate: Show your support!

- Your sponsorship provides race entries for a minimum of 10 walkers/runners
- Additional entries at a fee of \$25 per participant and has no limit!
- Donate paid entries to a club, or organization, or get your employees or vendors involved and come out to support a great cause.

Participant sponsor minimum \$250





Contact Us

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