

A stylized graphic illustration of a landscape. At the top, a yellow sun is partially obscured by a light blue arc representing the sky. Below the sky are green hills. A dark blue river flows from the top right towards the bottom left. In the middle ground, a white path leads to a silhouette of a man and a woman running together. The overall color palette consists of greens, blues, and yellows.

2023 RUN THE RIVER 5k/10k

JUNE 10. 2023

HomeStretch[™]
temporary housing • permanent solutions

20TH ANNUAL
5K/10K RUN, 5K WALK, 1M FUN RUN

SPONSORSHIP OPPORTUNITIES

Help HomeStretch

Run Homelessness Out of Town!

20th 5K/10K Run, 5K Walk, 1M Fun Run
Hosted by St. Andrew Catholic Church

Date: June 10, 2023
www.hsruntheriver.org
Rain or shine: we run!

***The Run the River Race benefits HomeStretch, Inc.
Our mission is to guide working, homeless families
to permanent housing and lasting stability.***

We are a non-profit agency in North Fulton County that has been serving working, homeless Atlanta families for more than 30 years, helping them break the cycle of poverty and reach and maintain economic independence.

Proceeds from the Run the River Race help us to keep delivering safe, affordable, and quality housing and life-changing services for working, homeless parents and their children.

We greatly appreciate your support at any level.



WHAT WE DO

Our mission is to guide working, homeless families toward permanent housing and lasting stability.

We realize this through a comprehensive platform of case management, temporary housing, and the building of financial literacy. Our goal is to ensure that every family that transitions from our program is empowered and ready to stand on their own two feet—they are earning a living wage, have saved three months of living expenses, and have achieved at least a 680 credit score.

IT'S COLLABORATIVE

We use the latest brain science as a foundation for our partnership with clients and the services we deliver to them. We build collaboration through motivational interviewing, create trust and respect with a trauma-informed approach, and increase their executive functioning over time to help them make better, more forward-looking decisions about their futures and their families.

IT TAKES A HELPING HAND—ACTUALLY, A LOT OF THEM

With 39 properties—23 supportive transitional units and 16 affordable housing units—our ‘family of families’ is always growing. The needs vary as much as the families themselves do, but there is always a special cause awaiting a sponsor to support it.



SPONSORSHIPS

Bronze Sponsorship - \$250

- Acknowledgement from the main stage

Silver Sponsorship - \$750

- *All of the above, plus:*
- Sponsor logo included on all pre-event marketing if secured before printing
- Sponsorship and company promotion displayed on HomeStretch social media platforms
- Sponsor logo displayed on banner at the finish line area
- Recognition at awards ceremony
- Sponsor logo on official race t-shirt, race website
- Display table at event
- Opportunity to place marketing items in runners' bags
- Two complimentary race registrations, and food and beverages for two runners

Gold Sponsorship - \$1,250

- *All of the above, plus:*
- Set up one exhibit tent with promotional items at the post-race area
- Recognition in HomeStretch marketing materials, social media post, website listing, annual report, and event signage
- Two signs on the racecourse
- A total of four complimentary race registrations, and food and beverage for a total of four runners



SPONSORSHIPS

Platinum Sponsorship - \$2,500

- *All of the above, plus:*
- Sponsor logo featured on starting line banner
- A total three signs on racecourse
- A total of six complimentary registrations, and food and beverage for a total of six runners

TITLE Sponsorship - \$20,000 (only ONE available)

- *All of the above, plus:*
- Race named after sponsor
- Sponsor logo displayed on the official race website
- Sponsor logo displayed on active.com registration site and other internet race sites
- Sponsor logo displayed on banner at start line and finish line area
- Sponsor recognition at awards ceremony and presentation of plaque
- Set up a total of four exhibit tents with promotional items at the finish line area
- Provide promotional material for distribution at event
- Logo advertised at Big Peach retail store
- A total of 10 complimentary registrations, and food and beverage for a total of 10 runners



20th RUN THE RIVER SPONSORSHIP FORM

Sponsor Information (items with an * are required)

Company name (if applicable): _____

Contact name*: _____

Phone number*: _____

Email address*: _____

Street Address 1*: _____

Street Address 2: _____

City*: _____ State*: _____ Zip*: _____

Promotional items to be provided (logo, etc.): _____

Please note: logo files must be high resolution. The deadline for submitting is May 26, 2023.

Sponsorship level: _____

Amount due: \$ _____

Amount of check enclosed: \$ _____

Credit card #: _____

Expiration date: _____ MM/YY CCV: _____

Name on card: _____

Keep a copy of this sheet for your records. If paying by check, please make it payable to HomeStretch, Inc. and mail with this form to: HomeStretch, Inc. 89 Grove Way, Roswell, GA 30075.

Prefer to contact us and discuss sponsorship opportunities?

ccarter@homestretch.org or (770) 642-9185 x115

If you'd like to order registrations for the Run the River Race, please visit www.hsruntheriver.org.

Thank you for your support, and we look forward to seeing you at the Race!

