

*Druid Park Lake*  
Baltimore, Maryland  
SATURDAY, August 27<sup>th</sup>, 2016  
PRESENTED BY, Loving Arms, Inc.

# SNEAKERS ON THE GROUND

## 5k Run/ 2k Walk for Homeless Youth



## 2016 Sponsorship Package

SNEAKERS ON THE GROUND



January 13, 2016

Dear Prospective Sponsor:

Loving Arms, Inc. will host our Inaugural 5K Run/2K Walk to Fight Youth Homelessness on Saturday, August 27, 2016 in Druid Hill Park, at the lake, in Baltimore City, Maryland.

Loving Arms, Inc. is a 501 (c) (3) community based organization located in Baltimore City, Maryland. We provide short term, safe and nurturing shelter and supportive services (both residential and non-residential) to unaccompanied, homeless children, and young adults, age 12 to 24. These children are known as throwaways, runaways, homeless, or unstably housed children, many who are victims of human and Domestic Minor Sex Trafficking (DMST).

The entire City of Baltimore, despite having over 2,000 runaway and homeless children a year, has only one shelter, with 8 beds, that specifically serve these children. It is clear that the current system of care is inadequate and leaves hundreds of youth without shelter services on any given night in Baltimore City. The Administration for Children and Families statistics guesstimate that between 500,000 and 1.5 million children run away from home or are thrown out of their homes each year, and predicted 200,000 are without a roof over their heads and living on the streets nightly.

**Homelessness in Baltimore rose by nearly 30% between 2010 and 2013 with a 46% increase in those without shelter. Loving Arms is addressing this issue head on, but we can't do this alone.** Our primary goal is to provide for the basic needs of these children, which includes food, shelter and clothing. However, we also work with them and their families to strengthen and re-establish relationships, in hopes of reuniting them with their families and assisting in their return home, when possible. In cases, where reunification is not possible we help children and young adults secure a stable, nurturing and secure living environment. In addition, children receive medical, mental health, substance abuse and educational services while in our programs. We also provide individual, family & group counseling, in addition to outside referral services. When age appropriate, we also provide daily living and independent life skills that include job readiness training, financial literacy, and assistance with securing entitlements, transportation and job placement services.

As a community partner, we need your financial support to help us fight and elevate the awareness of homeless children in our community. We anticipate well over 350 participants to support this event as we continue to grow year after year.

Your generosity will help us reach this year's \$50,000 goal. Attached is the sponsor package that includes additional information regarding sponsorship levels, opportunities, and benefits. We are also willing to custom design a sponsorship package to suit your needs. Please use the enclosed sponsorship form to process your contribution. We look forward to sharing a fun and festive day with you on August 27, 2016.

Should you have any questions, please feel free to contact me at 443-415-1174 or via e-mail at [lovingarms3@gmail.com](mailto:lovingarms3@gmail.com)

Thanks in advance for your consideration.

Sincerely,

Cindy Williams  
Chief Executive Officer (CEO)  
Loving Arms Inc.



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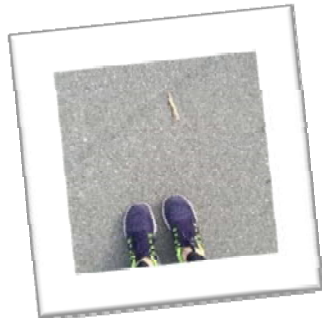
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## Projected Race Demographic Breakdown

Typical U.S. Female Runner	Typical U.S. Male Runner
<b>Demographics</b>	
<ul style="list-style-type: none"> <li>• Average Age: 38.6</li> <li>• 61.9% Married</li> <li>• 78.7% College educated</li> <li>• 69.0% Earn a household income of \$75,000+</li> </ul>	<ul style="list-style-type: none"> <li>• Average Age: 44.8</li> <li>• 73.5% Married</li> <li>• 78.8% College educated</li> <li>• 76.4% Earn a household income of \$75,000+</li> </ul>
<b>Running Preferences</b>	
<ul style="list-style-type: none"> <li>• Favorite race distance is the Half-Marathon (38.1%)</li> <li>• Interested in entering next year: Half-Marathon (76.6%), 10K (57.9%), 5K (56.6%), Marathon (48.0%)</li> </ul>	<ul style="list-style-type: none"> <li>• Favorite race distance is the Half-Marathon (31.7%)</li> <li>• Interested in entering next year: Half-Marathon (69.7%), 5K (58.5%), 10K (58.0%), Marathon (56.9%)</li> </ul>
<b>Motivation</b>	
<ul style="list-style-type: none"> <li>• Primary motivation to start running: For Exercise (25.3%), Weight Concerns (13.8%)</li> <li>• Motivation to continue to run: Staying in Shape (75.5%), Staying Healthy (74.8%), and Relieving Stress (62.4%)</li> </ul>	<ul style="list-style-type: none"> <li>• Primary motivation to start running: For Exercise (22.0%), Competed in School and Never Stopped (15.2%)</li> <li>• Motivation to continue to run: Staying in Shape (75.2%), Staying Healthy (70.8%), and Having Fun (58.9%)</li> </ul>
<b>Health</b>	
<ul style="list-style-type: none"> <li>• Average Weight: 136.2</li> <li>• Average Body Mass Index (BMI): 22.6</li> <li>• 43.0% are content with their weight</li> <li>• 44.7% are content with their fitness level</li> </ul>	<ul style="list-style-type: none"> <li>• Average Weight: 171.2</li> <li>• Average Body Mass Index (BMI): 24.2</li> <li>• 47.7% are content with their weight</li> <li>• 45.9% are content with their fitness level</li> </ul>





## Corporate Partnership Opportunities

### Sponsorship Levels & Benefits

#### ***Platinum Sponsor:***

**\$10,000**

- Naming Rights i.e. Loving Arms Inc. Inaugural 5K Run/2K Walk to Fight Youth Homelessness presented by Company Name/Logo in all marketing materials, media and press releases.
- Offer to participate in Radio and Television media promotions
- Exclusive positioning and branding on the Main Stage Area and larger size space allocation
- Ability to provide volunteers in various capacities with Company Branded volunteer T-shirts
- Exclusive ability to brand the race pathway with your Company's signage, ground/path signage, etc.
- Exclusive starting line and/or finish line branding opportunities
- Exclusive email promotions throughout the entire year 2015
- Ability to address the audience from the main stage during the main program
- Company logo posted on Loving Arms website, recognized as Presenting Sponsor
- Company name and logo on all participants' printed materials with recognition as the Presenting Sponsor
- Registration fees waived for up to 10 people

#### ***Gold Sponsor:***

**\$5,000**

- Inclusion in all communications promoting the event (logo)
- Company logo posted on Loving Arms website
- Company logo prominently displayed on the event t-shirts (back)
- Company name and logo on all participants printed materials
- Ability to offer product sampling and promotions(8ft table and 2 chairs provided)
- Verbal recognition by the emcee inclusion of company literature, coupons and other promotional materials in the gift bags
- A commemorative award recognizing your support level
- Registration fees waived for up to 5 people

#### ***Silver Sponsor:***

**\$2,500**

- Inclusion in all communications promoting the event (logo)
- Company logo posted on Loving Arms website
- Company logo prominently displayed on the event t-shirts (back)
- Company name and logo on all participants printed materials
- Verbal recognition by the emcee inclusion of company literature, coupons and other promotional materials in the gift bags
- Registration fees waived for up to 2 people



**Bronze Sponsor:**

**\$1,000**

- Company logo posted on Loving Arms website
- Company logo prominently displayed on the event t-shirts (back)

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**Custom Package**

- Our sponsorships are adaptable to meet the needs of your organization. We will customize a sponsorship package for you, based on your needs, to create a successful partnership.

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**In-Kind**

- In-Kind donation sponsors are welcome and would be recognized during the event.

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## Media Advertisement /Race Talking Points

<b>Organization:</b>	Loving Arms, Inc. 501(c) (3)
<b>Connect to us:</b>	<a href="http://lovingarmsinc.com/">http://lovingarmsinc.com/</a>
<b>Nonprofit #:</b>	57-1087389
<b>Race Day:</b>	Saturday, August 27, 2016
<b>Location:</b>	Baltimore, MD
<b>Race Time:</b>	8:30 AM
<b>Participants:</b>	350
<b>Race Status:</b>	Race open to the general public
<b>Teams:</b>	Individuals, sponsors and community groups
<b>Promotion:</b>	Sponsor merchandise welcome sampling, giveaways etc.
<b>Executive Race Director:</b>	Darroll Cribb / <a href="mailto:lovingarms3@gmail.com">lovingarms3@gmail.com</a>
<b>Logistic Director:</b>	Gerardo Laboy/ <a href="mailto:gerardo.laboy@yahoo.com">gerardo.laboy@yahoo.com</a>
<b>Loving Arms CEO:</b>	Cindy Williams / <a href="mailto:gods2use@aol.com">gods2use@aol.com</a>

### Sponsorship Levels:

- \$10,000 Platinum Sponsor Level
- \$5,000 Gold Sponsor Level
- \$2,500 Silver Sponsor Level
- \$1,000 Bronze Sponsor Level
- In-Kind Donations
- Customized Sponsor Package



## SPONSORSHIP COMMITMENT FORM

**YES!** I want to make a contribution to help support homeless youth and hereby commit to sponsoring *Loving Arms Inaugural 5K Run/2K Walk to Fight Youth Homelessness*

### 1. Print or enter your company/organization's information

Name of Company/Organization (as it should be listed on race materials)

First Name

Last Name

Mailing Address

Address Line 2

City

State

Zip

Telephone

( ) -

Fax Number

( ) -

E-Mail Address

### 2. Choose your level of sponsorship

\$10,000 Platinum Sponsor level

\$5,000 Gold Sponsor Level

\$2,500 Silver Sponsor Level

\$1,000 Bronze Sponsor Level

In-Kind Donation (Please Specify) \_\_\_\_\_

Our check is enclosed – Make checks payable to the “Loving Arms, Inc.”

Please invoice us for

\$ \_\_\_\_\_

We are unable to commit to a specific level, but please accept our donation of \$ \_\_\_\_\_

Credit Card Information:

Visa

Master Card

Amex

Discover

Card# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

CSC# \_\_\_\_\_

Authorization Signature \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

### 3. Please email a digital copy of your logo for inclusion in Race marketing materials to: [lovingarms3@gmail.com](mailto:lovingarms3@gmail.com)

Your contribution to Loving Arms, Inc. is tax deductible to the full extent of the law (501(c) (3) letter available upon request). You will receive a letter and receipt documenting your contribution. For more information, please contact Loving Arms, Inc. at [6lovingarms3@gmail.com](mailto:6lovingarms3@gmail.com). Nonprofit #: 57-1087389

Please send your sponsorship gift or pledge to:

**Loving Arms, Inc. c/o 2016 Race  
3313 Oakfield Avenue, Baltimore, MD 21207**