



**RUN FOR LOVE**  
5k/10k Run & Walk  
Honoring Loving Day | Eugene, OR



**H.O.N.E.Y.**

“Honoring Our New Ethnic Youth”

## About H.O.N.E.Y. and Run for Love:

**H.O.N.E.Y.** supports the enhancement and acceptance of multi-racial persons and their families. We promote the healthy development of interracial families and racial harmony in our community. Through education, we strive to create a well-established multicultural community. As a **non-profit organization** H.O.N.E.Y. relies on the generosity of our allies, local and beyond.

**H.O.N.E.Y.** invites **you** to join our celebration of the 54th anniversary of the legalization of interracial marriage, better known as Loving Day! Our first annual **Run for Love** will be held at noon on June 12 and will include a 5k/10k run, delicious local food and drink, family friendly activities and captivating speakers from our very own community. As a Run for Love partner, **you** will be provided the opportunity to showcase your support for the community, contribute to the ecstatic atmosphere of the race, and create everlasting memories for the youth we serve. All funds raised from Run for Love will directly support the expansion of H.O.N.E.Y.’s educational programming for local BIPOC youth.

We are inviting any amount of sponsorship, our hope is \$500-\$5,000 per sponsor, a unique and personalized incentive package will be curated based on your amount and your requests.

H.O.N.E.Y.’s goal is to deliver a joyous and educational experience for the community. The benefits continue after the race as the exposure during a hot ticket event will be etched in the mind of our participants through:

- ★ Frequent Media Exposure
- ★ High Visibility
- ★ Community Interaction



**H.O.N.E.Y.**

“Honoring Our New Ethnic Youth”

- ★ Increased Awareness

## **Example of Partnership:**

**\$2500 Investment**

### **Pre-Event Ramp Up:**

- ★ Brand Marketing Inclusion Est. 5-6k
- ★ Audio/Visual Logo Advertising Inclusion
- ★ Broadcast/Digital/Print
- ★ Posters, Fact Sheets, Press Releases, Websites
- ★ Social Media Content
- ★ Race Sign-Up Stations at Recruiting Locations When Applicable
- ★ Free Race Entries

### **Race Day:**

- ★ Premium Stage/Track Banner Placement
- ★ PA Announcements
- ★ Recruiting Showcase/Vendor Area During Race
- ★ Featured Participant Giveaways
- ★ Additional Event Space Available Upon Request