



# Sponsorship Proposal

for

## The OCHO 8K :: 2018

A Charity Race to Fund Transportation to a Rehabilitation Center for Patients with Special Needs in Honduras



OCHO is 501(c)(3) service organization providing medical, social, and public health services to impoverished populations of rural Honduras.

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## EXECUTIVE SUMMARY

OCHO, an all-volunteer non-profit promoting health in Honduras, will host its fourth annual charity race to fundraise for a new center for special needs patients in rural Honduras. Professionally timed, the event will include 8 km, 4 km, and 800 m distances and be held in Baltimore in Fall of 2018.

OCHO is seeking sponsorship from area businesses. 100% of net race proceeds will be used to fund purchase of a school bus to transport patients with special needs to the new rehabilitation center for patients with special needs. In gratitude for a tax-deductible donation, OCHO will promote the business as a race sponsor.

This event will attract hundreds of area runners, volunteers, and spectators. It presents a valuable opportunity to recognize businesses for their generous support of our efforts to promote health in Honduras. The following information is meant as an introduction to providing sponsorship of The OCHO 8K.

## CONTACT OCHO FOR MORE DETAILS

As a sponsor, you will:

- Benefit from a broad range of good-will marketing directed at your target audience.
- Make a **tax-deductible** contribution to a 501(c)(3) non-profit organization.
- Receive the benefits of a customized sponsorship level.
- Support OCHO's construction of a center for special needs patients in Honduras.

We appreciate the opportunity to discuss sponsorship of The OCHO 8K in more detail. We look forward to working with you to make the event a success. Please contact OCHO for more information.

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## ABOUT OCHO & THE CAUSE

OCHO is 501(c)(3) service organization providing medical, social, and public health services to remote and impoverished populations of Honduras.

The race will be held in the fall of 2018 in Baltimore, MD. The event will fundraise for OCHO to construct a new school for patients with special needs in rural Honduras.

The OCHO race will be 8 kilometers (4.97 miles), a standard and certifiable distance by USA Track & Field. The two-loop course will allow for a 4 km option as well as a fun ½ mile (800 m) for all ages. These distances will encourage both experienced and casual competitors of all abilities.

The race is expected to attract local participants and spectators from around Baltimore and the surrounding counties. OCHO's volunteer and donor base expands into various networks throughout Baltimore and the nation.

A survey of runners demonstrated that the sponsors were well known and had positive reactions following the race. We will share the race and our sponsors via OCHO's website, newsletter, and social networks encouraging attendance. As a result of our expansive network, the race will be advertised organically, as well as directly, within hospitals, churches, schools, and business around Baltimore.

Race shirts and promotional materials will be given to participants prior to the race. Water, sports drink, and nutrition will be offered to participants during the race. Participants, volunteers, and spectators are invited to enjoy music, food, vendor booths, and an award ceremony in following the race.



## SPONSORSHIP

The OCHO 8K offers customized levels of sponsor opportunities and benefits.

<b>Star</b>	<b>(maximum of 16)</b>	<b>\$300</b>
<ul style="list-style-type: none"> <li>• Proportional recognition as a sponsor during some forms of race promotion.</li> <li>• Sponsor’s flyer, promo, or sample included with race information.</li> </ul>		
<b>Bronze</b>	<b>(maximum of 8)</b>	<b>\$600</b>
<ul style="list-style-type: none"> <li>• Logo included on race shirts.</li> <li>• 2 free race entries.</li> <li>• Sponsor’s flyer, promo, or sample included with race information.</li> </ul>		
<b>Silver</b>	<b>(maximum of 5)</b>	<b>\$1,200</b>
<ul style="list-style-type: none"> <li>• Logo featured in race shirts as well as signage and flyers.</li> <li>• 4 free race entries.</li> <li>• Sponsor’s flyer, promo, or sample included with race information.</li> <li>• Named as sponsor in most forms of race promotion (space permitting)</li> </ul>		
<b>Gold</b>	<b>(maximum of 3)</b>	<b>\$3,500</b>
<ul style="list-style-type: none"> <li>• Named as elite sponsor in all forms of race promotion.</li> <li>• Prominent logo featured in race shirts as well as signage and flyers.</li> <li>• 10 free race entries.</li> <li>• Preferred vendor table location for display (if desired).</li> <li>• Sponsor’s flyer, promo, or sample included with race information.</li> </ul>		
<b>Platinum</b>	<b>(maximum of 1)</b>	<b>\$8,000</b>
<ul style="list-style-type: none"> <li>• Race titled “The OCHO 8K <i>presented by</i> YOUR NAME HERE”</li> <li>• Named as title sponsor in all forms of race promotion.</li> <li>• Largest sponsor logo featured in shirts as well as signage and flyers.</li> <li>• Your representative signals the start of race.</li> <li>• 10 free race entries, including custom race shirts.</li> <li>• Premier vendor table location for display (if desired).</li> <li>• Sponsor’s flyer, promo, or sample included with race information.</li> </ul>		

OCHO would also like to recognize **product or in-kind donations** (such as clinical equipment or race supplies) to benefit the fundraiser’s efforts. The value of the donation can be matched to the above sponsorship levels.