

THAD AND ALICE EURE

WALK *for* HOPE

*Breakthrough Research for Mental Illness*

walk • run • festival

Sunday, October 13, 2019

**Sponsorship Packet**







# Making a Difference Since 1984

In the last 31 years, the Foundation of Hope has awarded over \$6 million to 140 scientific grants for the research and treatment of mental illness. These grants have leveraged an additional \$155 million in funding for research into mental illnesses like depression, PTSD, anxiety, bipolar disorder, and many others.

One of the nation's largest community walks focused on the research and treatment of mental illness, the 31<sup>st</sup> annual Thad and Alice Eure Walk for Hope will be held on **Sunday, October 13, 2019**. A Triangle tradition, the Walk for Hope includes a 5K walk, as well as a U.S. Track & Field-certified timed 5K run.

Attracting over 3,000 participants annually, this fun-filled day is for the entire family. There's great food, kids' activities, live music, prizes for top fundraisers, and a raffle for all participants.

Driven by the belief that, together, we can cultivate an environment of hope for new research, treatments, and potential cures, we walk to support all who suffer.

Our generous underwriters allow us to promise that 100% of walkers' fundraising efforts will go towards the research and treatment of mental illness. Your contribution helps us keep that promise to our walkers year to year. Joining our efforts for the Walk for Hope not only helps us produce the event, but also provides funding for much-needed scientific research in mental health.



# By the Numbers: Who Walks the Walk

## By Area

- 92% from the Triangle
- 78% from Wake County
- 47% from the 25 most affluent zip codes in the Triangle  
(as ranked by *Triangle Business Journal* 2018)

## By Age/Gender

- 35% Gen-Xers (35–50 years old)
- 28% Millennials (18–34 years old)
- 19% Gen Next (17 years or younger)
- 14% Baby Boomers (51–69 years old)
- 4% 70+ years old
- 63% female, 37% male

## Community Reach

### Print (distributed across Triangle)

- 50,000 Brochures
- 1,200 Posters
- 3,400 T-Shirts

### Publications & Newspapers

- The News and Observer
- Triangle Downtowner Magazine
- Raleigh Magazine
- Circa
- Wake Living
- Carolina Woman
- WRAL.com
- Midtown Magazine

### Community Billboards – Fairway Outdoor

### Traditional Media: Television and Radio

- WRAL-TV
- MIX 101.5

### Web and Social

- 128,000 unique website visits/year
- 7,000 email subscribers
- 5,700 newsletters mailed/year
- Interactive Social Media Reach  
(Facebook, Twitter, Instagram)

# Walk for Hope Cash Sponsorship Opportunities

	Leaders of Hope	Partners of Hope	Circle of Hope	Friends of Hope	Ambassadors of Hope	Walk Buddies
	\$25,000+	\$15,000+	\$10,000+	\$5,000+	\$2,500+	\$1,000+
<b>Pre-Event Benefits</b>						
Corporate recognition listed on the back of Walk for Hope brochures (50,000)	x	x	x	x	x	x
Corporate recognition and link on WFH Page	x	x	x	x	x	x
Invitations to the Walk for Hope Kickoff event (August 2019)	4	3	2	2	1	1
Lunch & Learn at your place of work (if desired)	x	x	x	x	x	x
Logo on Registration site	x	x	x	x	x	
Corporate logo or name on back on Walk for Hope T-Shirt (3,500)	x	x	x			
Corporate recognition on 1,200 Walk for Hope posters	x	x	x			
Corporate recognition and link on FOH Home page with link as Year-Round Sponsor	x	x	x			
Social Media Recognition	x	x	x			
Opportunity to customize sponsor benefits based on marketing needs	x	x	x			
Logo in Team Captain Handbook	x	x	x			
Corporate recognition on Walk for Hope print ads	x	x				
Corporate recognition in the Walk for Hope press and news releases	x	x				
Logo on all electronic communications to participants and donors	x					
<b>Event Benefits</b>						
Sponsor provided promotional insert or give-away in Walk Volunteer gift bags (300)	x	x	x	x	x	x
Guest passes to the Walk for Hope	10	8	6	3	2	2
PA recognition at the Walk for Hope	x	x	x	x	x	
Vendor promotional table at the Walk for Hope (if desired)	x	x	x	x		
Sponsor-provided banner at the Walk for Hope (needed by October 1, 2019)	x	x	x	x		
VIP parking pass at the Walk for Hope	3	2	1			
Representative speaker during the Walk for Hope morning announcements	x	x				
<b>Post-Event Benefits</b>						
Seats at the Evening of Hope Gala (September 2019; \$500 per seat)	4	2	2			
Logo on the thank-you ad in the <i>Triangle Business Journal</i>	x	x	x			

We're happy to discuss special sponsorship requests not listed above.  
Please note: some benefits subjected to print deadlines.

# Walk for Hope Media/In-Kind Opportunities

In-kind media sponsorships are essential to the success of our event.

	Leaders of Hope \$50,000+	Partners of Hope \$25,000+	Circle of Hope \$12,500+	Friends of Hope \$7,500+	Ambassadors of Hope \$3,500	Walk Buddies \$1,500+
<b>Pre-Event Benefits</b>						
Corporate recognition listed on the back of Walk for Hope brochures (50,000)	x	x	x	x	x	x
Corporate recognition and link on W/H Page	x	x	x	x	x	x
Invitations to the Walk for Hope Kickoff event (August 2019)	4	3	2	2	1	1
Logo on Registration site	x	x	x	x	x	
Lunch & Learn at your place of work (if desired)	x	x	x	x		
Corporate logo or name on back on Walk for Hope T-Shirt (3,500)	x	x	x			
Corporate recognition and link on FOH Home page with link as Year-Round Sponsor	x	x	x			
Social Media Recognition	x	x	x			
Opportunity to customize sponsor benefits based on marketing needs	x	x				
Logo on all electronic communications to participants and donors	x					
Corporate recognition in the Walk for Hope press and news releases	x					
<b>Event Benefits</b>						
Sponsor provided promotional insert or give-away in Walk Volunteer gift bags (300)	x	x	x	x	x	x
Guest passes to the Walk for Hope	10	8	6	3	2	2
PA recognition at the Walk for Hope	x	x	x	x		
Vendor promotional table at the Walk for Hope (if desired)	x	x	x	x		
Sponsor-provided banner at the Walk for Hope (needed by October 1, 2019)	x	x	x	x		
VIP parking pass at the Walk for Hope	3	2	1			
Representative speaker during the Walk for Hope morning announcements	x	x				
<b>Post-Event Benefits</b>						
Logo on the thank-you ad in the <i>Triangle Business Journal</i>	x	x	x			

Special sponsorship recognition is also available for major donors of goods and services, including food and beverage.

**Please note:** some benefits subjected to print deadlines.



# Why We Care

Mental illness touches us all.

**1 in 5 American adults** experiences a mental illness.

That's nearly 44 million people. In North Carolina, that's close to 2 million people.

Suicide is the tenth-leading cause of death in the U.S.

That's 117 suicides a day.

Depression, bipolar disorder, eating disorders, addiction—mental illness costs our economy **\$193.2 billion** in lost earnings every year. But the cost to our relationships, our time and effort, surpasses counting.

It may not be you—but it's definitely someone you know. Someone you love.

**We all have a stake in this.**

The Foundation of Hope was formed by a family who knew that even those who don't live with a mental illness can still suffer from one. That we need to change the conversation about these illnesses.

Our mission is to promote scientific research aimed at discovering the causes and potential cures for mental illness, to develop more effective means of treatment.

We also strive to destigmatize mental illness, to foster constructive dialogue that helps **change the way we think and talk about those who suffer.**

We couldn't do this without our extraordinary community—thank you for being with us.



# Thank You.

Your sponsorship means the world to us—and will help  
change the world for others.

## Contact:

Shelley Eure Belk, Executive Director  
[shelley@walkforhope.com](mailto:shelley@walkforhope.com)

Blair Smallman, Development Coordinator  
[blair@walkforhope.com](mailto:blair@walkforhope.com)



FOUNDATION *of* HOPE

*Breakthrough Research for Mental Illness*

9401 Glenwood Avenue • Raleigh, NC 27617  
919-781-9255 • [www.walkforhope.com](http://www.walkforhope.com) • [walkforhope@walkforhope.com](mailto:walkforhope@walkforhope.com)