

THAD AND ALICE EURE

# WALK for HOPE

Breakthrough Research for Mental Illness

walk • run • festival

## Sponsorship Packet

Sunday, October 13, 2024





# Making a Difference Since 1984

One of the nation's largest community walks focused on the research and treatment of mental illness, the 36<sup>th</sup> annual Thad and Alice Eure Walk for Hope will be held at the Angus Barn on **Sunday, October 13, 2024**.

The Walk for Hope includes a 5K walk as well as an untimed 5K run, followed by a family-friendly festival that draws over 3,000 people each year. There's great food, kids' activities, live music, entertainment, prizes, and raffles. It's THE place to be every second Sunday in October!

Thanks to generous event underwriters like you, 100% of walkers' fundraising efforts are directed to funding scientific research for devastating mental illnesses like depression, eating disorders, anxiety, and schizophrenia.

Please join us as a sponsor for the 2024 Walk for Hope. By helping us produce the event, you also provide critical support for vital and life-changing research.

*Since 1984, The Foundation of Hope for Research and Treatment of Mental Illness has awarded 186 scientific research grants totaling more than \$8.4 million; these funds have leveraged an additional \$231 million from the National Institute of Mental Health and other federal and private agencies.*



# By the Numbers: Who Walks the Walk

## By Area

- 63% from the Triangle
- 72% from Wake County
- 54% from the 25 most affluent zip codes in the Triangle (as ranked by *Triangle Business Journal* 2023)

## By Age/Gender

- 29% Gen-X (42-57 years old)
- 23% Millennials (25-41 years old)
- 24% Gen Z (<24 years old)
- 24% Baby Boomers (58+ years old)
- 58% Female, 42% Male

## Community Reach

### Print (distributed across Triangle)

- 40,000 Brochures
- 1,000 Posters
- 4,200 T-Shirts

### Television and Radio

- WRAL-TV
- MIX 101.5
- WUNC-FM
- Video Streaming Platforms

### Print & Digital Publications

- Raleigh Magazine
- WRAL.com
- Midtown Magazine
- Triangle Downtowner
- Wake Living/Cary Magazine
- Health & Healing
- Circa
- Your Southern Charm
- Carolina Woman

### Web & Social

- 39,000 unique website visits/year
- 14,000 email subscribers
- 7,000 newsletters/brochures mailed
- Engaged Social Media reach:
  - 3,700 Facebook followers
  - 1,400 Instagram followers
  - Interactive digital campaign: over 400,000 impressions

### *Many thanks to the top sponsors of the 2023 Walk!*

Angus Barn, Yardi, Delta, Axis Corrugated/Vinnie's, WRAL/MIX 101.5, UNC Health, Fred Anderson Toyota, Pepsi Bottling Ventures, Long Beverage, RDU Airport, US Foods, Westgate Cars, Golden Corral, Servpro, Triangle Downtowner, MPI, Baker Roofing, C&L Logistics, First Citizens, Bayleaf Vet, CPI Security, Gregory Poole Equipment, Raleigh Magazine, Royal Cup Coffee, Mellow Mushroom, Lamm Events, WakeMed, Mitchell's Academy, Blue Water Spa, Triangle Shooting Academy, Larry's Coffee, Pinnacle Financial, Alliance Health, Taylor's Wine Shop, Basil, BrightPath, First Horizon, Holly Hill, the Creasy Family, Wake Living/Cary Magazine, and many more!

*For full listing of 2023 sponsors, visit [walkforhope.com](https://www.walkforhope.com).*









# Walk for Hope Cash Sponsorship Opportunities

Monetary sponsorships are essential to the success of our event.

	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>						
Logo or name on the back of Walk for Hope brochures (40,000)	logo	logo	logo	logo	name	name
Logo or name and link on Walk for Hope webpage on FOH site	logo	logo	logo	logo	name	name
Invitations to the Walk for Hope Kickoff event (August 2024)	4	3	2	2	1	1
Lunch & Learn at your place of work (if desired)	x	x	x	x	x	x
Social Media Recognition	x	x	x	x	x	x
Logo or name on Walk for Hope registration site	logo	logo	logo	logo	name	name
Logo on back of Walk for Hope T-Shirt (4,200)	logo	logo	logo			
Logo on Walk for Hope posters (1,000)	logo	logo				
Logo on Walk for Hope print ads (determined by ad size)	logo	logo				
Logo on all electronic communications to participants and donors	logo	logo				
Logo and link on FOH website homepage as Year-Round Sponsor	logo					
Name in the Walk for Hope press and news releases	name					
<b>Event Benefits</b>						
Sponsor-provided promotional insert or giveaway for 300 gift bags (needed by October 1, 2024)	x	x	x	x	x	x
Guest passes to the Walk for Hope	10	8	6	5	4	2
Logo or name on FOH-provided sign on interior Angus Barn property (if confirmed as a sponsor by October 1, 2024)	logo	logo	logo	logo	name	name
PA recognition at the Walk for Hope	x	x	x	x	x	
Sponsor-provided banner for the Hwy. 70 Red Wall (needed by October 1, 2024)	x	x	x	x		
Vendor table onsite at the Walk for Hope (if desired)**	x	x	x	x		
Sponsor-provided banner for interior Angus Barn property (needed by October 1, 2024)	x					
VIP parking passes at the Walk for Hope	2	2	1			

We're happy to discuss special sponsorship requests not listed above.  
Some benefits subjected to print deadlines.

*\*\*Mental health organization community partners who are cash sponsors at \$1,000 or above are eligible to have a vendor table onsite at the Walk for Hope.*

# Walk for Hope **Media/In-Kind** Sponsorship Opportunities

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

	Leaders of Hope	Partners of Hope	Circle of Hope	Friends of Hope	Ambassadors of Hope	Walk Buddies
	\$50,000+	\$25,000+	\$12,500+	\$7,500+	\$3,500+	\$1,500+
<b>Pre-Event Benefits</b>						
Logo or name on the back of Walk for Hope brochures (40,000)	logo	logo	logo	logo	name	name
Logo or name and link on Walk for Hope webpage on FOH site	logo	logo	logo	logo	name	name
Social Media Recognition	x	x	x	x	x	x
Logo or name on Walk for Hope registration site	logo	logo	logo	logo	name	name
Invitations to the Walk for Hope Kickoff event (August 2024)	4	3	2	2	1	
Logo on back of Walk for Hope T-Shirt (4,200)	logo	logo	logo			
Logo on Walk for Hope posters (1,000)	logo	logo				
Logo on Walk for Hope print ads (determined by ad size)	logo	logo				
Logo and link on FOH website homepage as Year-Round Sponsor	logo	logo				
Logo on all electronic communications to participants and donors	logo	logo				
Name in the Walk for Hope press and news releases	name					
<b>Event Benefits</b>						
Sponsor-provided promotional insert or giveaway for 300 gift bags (needed by October 1, 2024)	x	x	x	x	x	x
Guest passes to the Walk for Hope	10	8	6	5	4	2
Logo or name on FOH-provided sign on interior Angus Barn property (if confirmed as a sponsor by October 1, 2024)	logo	logo	logo	logo	name	name
PA recognition at the Walk for Hope	x	x	x	x		
Vendor table onsite at the Walk for Hope (if desired)	x	x	x	x		
Sponsor-provided banner for the Hwy. 70 Red Wall (needed by October 1, 2024)	x	x	x			
Sponsor-provided banner for interior Angus Barn property (needed by October 1, 2024)	x					
VIP parking passes at the Walk for Hope	2	2	1			

Special sponsorship recognition is also available for major donors of goods and services, including food and beverage. Some benefits subjected to print deadlines.

# Why We Care

## ***Mental illness touches us all.***

**1 in 5 American adults** experiences a mental illness and now, **due to the pandemic, it's closer to 1 in 3.**

Suicide is the tenth-leading cause of death in the US—**that's 130 suicides a day.**

32 of North Carolina's 100 counties do not have a practicing psychiatrist, but the demand for mental health services is skyrocketing. There continues to be a **tsunami of need.**

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

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

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

## ***There is no health without mental health.***

Our mission is to promote scientific research aimed at discovering the causes of 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 supporting us.





# Thank You.

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

## Contact:

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FOUNDATION *of* HOPE

*Breakthrough Research for Mental Illness*

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The Foundation of Hope for Research and Treatment of Mental Illness is a 501(c)(3) non-profit. Tax ID: 56-6246626.