



**2024 SPONSOR  
OPPORTUNITIES**

Friends and Partners,

Let me start with thank you. It is with the deepest gratitude to partners and sponsors like you that we are able to enhance Let Me Run programming and broaden our reach so that boys can experience the positive concepts of masculine norms instead of silences, distortions, and disconnections. Prevention programming aimed at non-violent conflict resolution, expressing emotions, and a positive self-worth influences attention, learning, decision-making, creativity, and the ability to make and keep positive relationships. Your support of Let Me Run is part of the solution to male violence, suicide rates, depression, substance abuse, and school performance in boys.

My hope is that Let Me Run reaches all boys – whether they be coaches, participants, parents, teachers, or friends. Our volunteers, donors, and dedicated staff share this same vision: to allow boys to feel value instead of shame, to feel supported instead of alone, to be courageous enough to be themselves, and to live into their full potential. Healthier boys will mean healthier girls and ultimately a more peaceful and productive society. Again, thank you for considering how you can further the mission and prepare these boys for the long run.

Gratefully,

A handwritten signature in black ink that reads "Ashley Armistead". The signature is written in a cursive, flowing style.

Ashley Armistead  
Founder, Let Me Run

## This is Let Me Run

Let Me Run is a nonprofit wellness program that inspires elementary and middle school-aged boys to **be themselves**, be active, and belong!

With a comprehensive curriculum that applies the **power of running**, Let Me Run programming encourages boys to develop their psychological, emotional, and social health, in addition to their physical health.

Twice a week for seven weeks, trained volunteer coaches lead a team through practice. Designed to **amplify confidence**, self-expression, and respect for others, each practice includes a lesson from the Let Me Run curriculum that incorporates running, games, and activities.

Each fall and spring season culminates in a 5k race festival that celebrates the boys' **success and personal growth!**



Since its inception in 2015, Let Me Run has served over **2,000 boys** and enlisted more than **400 volunteers** in the Central Ohio (Columbus) Region. Since Fall 2021\*, **57 teams** have participated with **632 boys**. Our end-of-season Spring 5k in 2023 welcomed **300 runners and friends**.

About **20%** of Let Me Run participants in the Central Ohio Region require financial assistance. Sponsors, donors, and friends like you ensure Let Me Run programming is accessible and affordable for all boys who wish to participate.

\*Program suspended due to pandemic 2020-21

"The beauty of the program lies in each boys' individual growth, which can take many forms."  
– COACH COURTNEY J



## Compared to girls, boys are:

**2x**

more likely to be suspended from school

**3x**

more likely to be expelled from school

**3x**

more likely to die by suicide

**3x**

more likely to be prescribed a stimulant medication for behavior issues

## Let Me Run Works!

Knowing the numbers aren't always in our boys' favor, Let Me Run seeks to break down **negative societal pressures** and **unhealthy male stereotypes** that can lead to often life-threatening consequences.

An independent evaluation showed participation in Let Me Run:

- Enhanced participants' ability to express emotions, show affection, **build friendships**, and connect with others
- **Improved boys' attitudes** and behaviors associated with healthy masculinity
- Increased boys' levels of **vigorous physical activity**
- **Reduced boys' screen time** on programming days

# 5k Race Sponsor Levels

## **\$3,000 Presenting Sponsor**

Presenter Level Logo Placements on:

- Back of 5k shirts
- 5k registration website
- Race promotional materials
- 5k race bibs

5k Inclusion:

- Space in vendor village (sponsor provides table)
- Inclusion in sponsor spotlight email
- Finish chute banner (sponsor provides)\*
- Mentions as Presenting Sponsor in race day announcements (5k presented by”)
- Optional race entries (8)
- Race packet insert (sponsor provides)
- Recognition on social media posts publicizing 5k and our digital newsletter
- Automatic mile marker sponsor
- Customized opportunities available

## **\$1,500 Gold Sponsor**

Gold Level Logo Placements on:

- Back of 5k shirts
- 5k registration website

5k Inclusion:

- Space in vendor village (sponsor provides table)
- Mentions as Gold Sponsor in race day announcements
- Banner at one additional location on course (sponsor provides)\*
- Optional race entries (6)
- Race Packet insert (sponsor provides)
- Recognition in social media posts publicizing 5k and our digital newsletter
- Add mile marker sponsor for \$250

## **\$1,000 Silver Sponsor**

Silver Level Logo Placements on:

- Back of 5k shirts
- 5k registration website

5k Inclusion:

- Space in vendor village (sponsor provides table)
- Mentions as Silver Level Sponsor in race day announcements
- Sign at one additional location on the course (sponsor provides)\*
- Optional race entries (4)
- Race packet insert (sponsor provides)
- Recognition in social media posts publicizing 5k
- Add mile marker sponsor for \$250

## **\$500 Bronze Sponsor**

Bronze Level Logo Placements on:

- Back of 5k shirts
- 5k registration website

5k Inclusion:

- Space in vendor village (sponsor provides table)
- Mentions as Bronze Level Sponsor in race day announcements
- Optional race entries (2)
- Race packet insert (sponsor provides)
- Recognition in social media posts publicizing 5k
- Addmiler marker sponsor for \$250

## **\$300 Friend of LMR Sponsor**

Friend Level Logo Placements on:

- 5k registration website

5k Inclusion:

- Space in vendor village (sponsor provides table)
- Mentions as Friend Level Sponsor in race day announcements
- Recognition in social media posts publicizing 5k
- Add mile marker sponsor for \$250

**\*Let Me Run will recognize all sponsors with a sign at the start line.**

**\*\*Current or past LMR families/ coaches who sponsor receive a 20% discount!**

## Let Me Run 5k Race Information

Benefiting Let Me Run Columbus

### 2024 SpringFest 5k

Sunday, May 5, 2024 at 9:30am

Tentative Location:

Westerville Sports Complex



We expect 300+ runners including 150+ boys, in addition to 200+ spectators!



### 2024 FallFest 5k

Exact date and location TBD.

Typically, the Fall Race is the first or second week of November

**“Let Me Run  
taught me that  
I need to keep  
encouraging  
myself to do  
better.”**

**– DJ, LET ME RUN  
PARTICIPANT**

	\$3,000	\$1,500	\$1,000	\$500	\$300
Logo listed on regional 5k website (sponsor level)	•	•	•	•	•
Logo in digital newsletter	•	•			
Logo on 5k bib	•				
Logo in race collateral	•				
Inclusion in 5k sponsor spotlight email	•	•	•		
Banner on course	Plus finish line banner	•	•		
Social Media recognition	•	•	•	•	•
Logo on 5k shirt Race packet insert	•	•	•	•	
Logo on 5k registration website	•	•	•	•	•
Space in race village for 5k	•	•	•	•	•
Race day mentions with sponsor level (# based on level)	•	•	•	•	•
Race entries	8	6	4	2	

## **Additional Sponsorship Opportunities**

### **Team Sponsor - \$2,500**

Funds a team of up to 14 boys at a scholarship school. Coaching provides a built-in opportunity for corporate volunteer hours. LMR to provide recognition in social media posts and in our digital newsletter.

### **Race Day Volunteer - \$0!**

Did you know? You can support Let Me Run by providing up to ten (10) volunteers - or more - at area events throughout the year. You and your friends or coworkers get a fun and rewarding opportunity to give back.

***Let Me Run is a 501c3 charitable organization.  
Tax ID # 26-4656224***

**“My  
experience as a  
Let Me Run boy  
has been one of  
the most  
amazing  
experiences of  
my life.”**

**-TYLER,  
LET ME RUN  
PARTICIPANT**





## **Interested in becoming a sponsor?**

Contact Shruti Gupta at  
[shrutig@letmerun.org](mailto:shrutig@letmerun.org) or 614-517-9591  
<https://columbus.letmerun.org>