



Partnership Benefits

About the Race: This is the third annual 5k run/walk that benefits Giving the Basics. The race will start and finish at Frank A Theis Park just east of the Country Club Plaza and south of the Nelson Atkins Museum of Art.

About Giving the Basics: Your support makes it possible to eliminate humiliation, promote learning and offer hope. When you embrace Giving the Basics you embrace human dignity for all people. For the people they serve, the provision of human dignity products is life-changing. Visit www.Givingthebasics.org for more information.

What are the basics: The basics are human dignity products that are not covered by government assistance. They include: deodorant, shampoo, conditioner, toothbrushes, toothpaste, floss, toilet paper, Kleenex, baby wipes, diapers, incontinence pads, feminine hygiene products, soap, trash bags, dishwashing liquid, laundry soap, Ziploc bags, and cleaning solution.

Who needs the Basics: Everyone deserves basic human dignity products. Some of your friends and neighbors may need our products during hard times in their lives. They may not want to ask for assistance because they may not want to expose the depth of their hardships but Giving the Basics wants to be sure human dignity products are available whenever needs occur.

Did you know: Not only has Giving the Basics made a significant impact in the Kansas City metro community, but we have also inspired a movement across the country that other cities and states are trying to replicate. Lack of access to personal care items is not just a Kansas City problem, it's a nationwide issue that deserves our attention as no one should be without these essential accessories of life.

For more information, contact
Danielle Brown
yeb@givingthebasics.org
913-742-3136
www.Facebook.com/RaceforDignity



Explanation of Benefits



T-SHIRTS*
Logo on back of Participant T-shirts.

WEBSITE/SOCIAL MEDIA*
Logo on registration site and social media



ANNOUNCEMENTS*
Business promoted before/after race by DJ

COMPLIMENTARY ENTRIES*
Each partner receives a minimum of 2 free entries

RACE DAY BOOTH/BANNER*
Banner/Table to promote your business before/after the race to all participant



RACE DAY BOOTH*
Table to promote your business before/after the race to all participant



***Benefits available at certain sponsor levels**

Why partner? Your partnership will help support and raise awareness for Giving the Basics. Giving the Basics efficiently tracks the need for products and distributes them to more than 140 local organizations and 351 schools, making the basics accessible to 250,000 people monthly. In 2019, Giving the Basics distributed over 6,500,000 personal hygiene products to those in need.

By sponsoring Race for Dignity, you will receive many benefits depending on your sponsor level, including but not limited to logo on the race website, mention on social media, print materials and signage, table/booth after the race, logo on participant T-Shirts, complimentary registration in the race, and more.

What does your money do? Our products immediately impact low-income families with small children, students, battered women, veterans, seniors, former prisoners and the mentally ill. Our products help children attend school feeling fresh so they feel comfortable in the learning environment and they assure adults have the dignity they need so they can gain employment.

"Does anyone out there know what it is like to have people turn away from you because you smell? Well I do and it's not a good feeling because it makes you feel worse than you already do. I want to buy soap and shampoo but then I can't pay my light bill. My food stamps keep me from starving but they can't buy me things to keep me clean. So thank you for making available the items through my pantry because you make me feel better and healthy and I can work." – Redemptorist client

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Partnership Opportunities

Award Partnership \$5000

Diamond perks
Logo on back of Finisher Medal

Timing Partnership \$5000

Diamond perks
Logo on Race Bib

Diamond Partnership \$5000

Platinum perks
8 complimentary entries into race
Opportunity to present at the event
Name & logo on main page of website/social media site
Promote your business at packet pickup with banner on the registration table

Platinum Partnership \$2500

Gold perks
6 complimentary entries into race
Business repeatedly announced on race day by professional DJ

Gold Level Sponsor \$1000

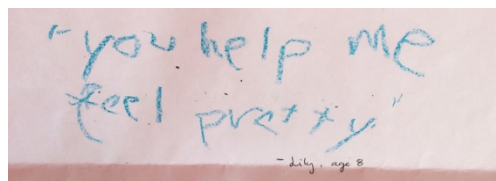
Silver perks
4 complimentary entries into race
Opportunity for booth at the event

Silver Level Sponsor \$500

2 complimentary entries into race
Name on back of race t-shirt
Name on main page of race website
Opportunity for insert in race packet (flyers, samples, coupons, etc.)

Bronze Level Sponsor \$250

2 complimentary entries into race
Opportunity for insert in race packet (flyers, samples, coupons, etc.)



2019 Impact

Distributed **over 6,500,000** products to local pantries, shelters, schools and police departments

Over **140 Pantries and Shelters**; over **100,000 people served**

Over **350 Schools**, that's over **164,000 students** that can go to school without being embarrassed for not washing their hair, wearing deodorant, or being able to brush their teeth!

They partnered with **12 police divisions** that have provided over **48,500 products** (2018) to those in need.

They partner with **Meals on Wheels** to provide over **1,250 seniors** with needed incontinence products.

For more information, contact

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2020 RACE FOR DIGNITY SPONSORSHIP LEVEL

Giving the Basics

Sponsorship Level	Free entry	Logo size on shirt	Flyer, samples, coupons, etc in packet	Recognition on social media	Table at event	Banner at event	Corporate Challenge Optional
Award \$5,000	8	10	Yes	Yes	Yes	Yes	Yes
• Limit 1 – Sponsor logo on back of Finisher Medal for all race participants							
Timing \$5,000	8	10	Yes	Yes	Yes	Yes	Yes
• Limit 2 – Sponsor logo on race bib for all race participants							
Diamond \$5,000	8	10	Yes	Yes	Yes	Yes	Yes
Platinum \$2,500	6	10	Yes	Yes	Yes	Yes	Yes
Gold \$1,000	4	6	Yes	Yes	Yes	Yes	Yes
Silver \$500	2	4	Yes	Yes	Yes	None	Yes
Bronze \$250	2	None	Yes	None	None	None	Yes

SPONSORSHIP COMMITMENT

☐ Yes, I want to sponsor and participate in the Race for Dignity on Sunday May 3rd, 2020. Sponsorship amount: _____. Please let us know the best contact for setting up your sponsorship.

☐ Yes, I want to sponsor the Race for Dignity, but I decline free entry. Please accept my 100% tax-deductible sponsorship: \$_____.

☐ Please accept my 100% tax-deductible donation in the amount of \$_____.

Name _____

Sponsorship _____

Address _____

City _____

State _____ ZIP _____

Phone _____

Email _____

Payment Method

☐ Invoice Me

☐ Credit Card

Credit Card # _____

Exp. Date _____ CCV _____

Signature _____

☐ Check Enclosed: Payable to Giving the Basics

Please return this form by September 5th, 2020

Giving the Basics

927 S 7th St Traffic Way, Kansas City, KS 66105

Or email to YEB@givingthebasics.org