SOME'S 20TH ANNUAL
TROT FOR HUNGER 5K
FREEDOM PLAZA • THANKSGIVING MORNING • 11/25/21

www.trotforhunger.org
trotforhunger@some.org
ABOUT THE TROT FOR HUNGER

The Trot for Hunger 5K is the largest and only DC-based Trot on Thanksgiving! This time honored tradition brings together racers from across the DMV metropolitan area and throughout the country!

Our unique venue on Pennsylvania Avenue offers a timed and untimed 5K, a little turkey 1-miler, and a family friendly festival

The Trot for Hunger extends its reach via alumni following, committed teams, and exposure before, during, and after the race in print, social media, television, and radio!

8,000+ health-focused and charitably-minded in-person participants

40,000+ impressions across digital, social media, and print platforms

1 million + unique visitors to our Trot for Hunger website

2,300 virtual participants in 2020. Our 2021 race is in-person & virtual to expand our reach

THE TROT FOR HUNGER DIRECTLY SUPPORTS SOME

So Others Might Eat (SOME) has been fighting poverty and homelessness in the D.C. area for over 50 years. Starting as a small soup kitchen, today SOME offers a comprehensive set of services for those experiencing homelessness and extreme poverty. SOME’s services extend to/benefit single adults, families, seniors and veterans, by providing much-needed food, housing, access to healthcare, employment training, and long-term comprehensive addiction treatment programs.

More than 90 cents of every dollar raised directly supports this mission.

SOME is a 501(c)(3) tax-exempt organization: EIN # 23-7098123 | UW# 8189 | CFC# 74405

THE 20TH ANNUAL TROT FOR HUNGER • 11/25/21 • TROTFORHUNGER.ORG
PARTNER WITH THE TROT FOR HUNGER!

Celebrate the power of community by becoming a Trot for Hunger sponsor. Sponsors can directly connect with thousands of participants and DMV residents leading up to, and on, race day. Sponsors also receive unique branding and media exposure across several platforms.

All Trot for Hunger sponsors will receive:

- Complimentary team member race registrations
- Logo inclusion on event shirts
- Recognition on marketing & day of materials
- Podium recognition during stage program
- Customized sponsor team website
- Logo on event website
- Acknowledgement in email newsletters
- Full benefits and opportunities for impact can be found on the following pages

We offer a wide-range of sponsor opportunities and welcome the opportunity to customize a package to meet your needs. To explore a unique partnership, or inquire about sponsorship, please email: trotforhunger@some.org

THE 2021 TROT IS BOTH IN-PERSON & VIRTUAL!

While our race may look different, we are excited to return in-person to Freedom plaza! All participants agree to follow strict safety protocols as a condition of registration.

To expand our reach, and build upon our 2020 success, we will again offer virtual race options. Sponsors will also receive recognition and benefits with virtual participants!
PARTNER OPPORTUNITIES

Highlight your commitment to the cause while receiving unique benefits for your organization & employees, with engagement pre-, during-, and post-race!

<table>
<thead>
<tr>
<th>Pre-Trot Benefits</th>
<th>Mashed Potatoes ($20,000)</th>
<th>Cranberry Sauce ($15,000)</th>
<th>Mac 'n' Cheese ($10,000)</th>
<th>Sweet Potato ($5,000)</th>
<th>Pumpkin Pie ($2,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Trot for Hunger website</td>
<td>✓ Hyperlinked</td>
<td>✓ Hyperlinked</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in email communications to participants &amp; past racers</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Logo on Event shirt (Deadline: October 8, 2021)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Custom sponsor Team webpage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media acknowledgments</td>
<td>5 times</td>
<td>4 times</td>
<td>3 times</td>
<td>2 times</td>
<td>1 time</td>
</tr>
<tr>
<td>Opportunity for a 'spotlight' story in an e-newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Included in event-related press</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo at packet pick up sites</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Listing</td>
<td>Listing</td>
</tr>
<tr>
<td>Opportunity to use Trot for Hunger &amp; SOME logos</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

| Trot-Day Benefits                                                                 |                          |                          |                          |                      |                      |
| Complimentary Race Entry Registrations + Event Shirts                             | 75                       | 50                       | 40                       | 25                   | 15                   |
| Placement on Start & Finish Line Banner                                          | ✓                         | ✓                         | ✓                        | ✓                     | ✓                    |
| Verbal podium recognition during program                                          | 3 times                   | 2 times                   | 1 time                   | 1 time               | 1 time               |
| Recognition on Sponsor Board                                                      | ✓                         | ✓                         | ✓                        | ✓                     | ✓                    |
| Opportunity for branded promotional item giveaways                               | During Event + Packet     | During Event + Packet     | In runner registration packet | In runner registration packet | In runner registration packet |
| Speaking opportunity during stage program                                         | 2 min                     | 1 min                     |                          |                      |                      |
| Recognition along course route                                                    | ✓ Multiple                | ✓ Multiple                | ✓ Multiple               | ✓                     | ✓                    |
| Opportunity for staff to volunteer at a sponsor tent                              | ✓                         | ✓                         | ✓                        | ✓                     | ✓                    |
| Option to host promotional table at event                                         | ✓                         | ✓                         | ✓                        | ✓                     | ✓                    |

| Post-Trot Benefits                                                                |                          |                          |                          |                      |                      |
| Recognition in thank you email                                                    | ✓                         | ✓                         | ✓                        | ✓                     | ✓                    |
| Logo placement on 2022 Trot for Hunger website (Listed under previous sponsors)  | ✓                         | ✓                         | ✓                        | ✓                     | ✓                    |
| Return on Investment analysis                                                     | ✓                         | ✓                         | ✓                        | ✓                     | ✓                    |

Our Trot for Hunger is as unique as you are! We welcome the opportunity to design a custom partnership package for you - please contact our Trot Team at: trotforhunger@some.org
UNIQUE PARTNER LEVELS

Position your organization front & center at unique moments during the Trot for Hunger. Only one sponsorship at each level is available, on a first come, first serve basis. Each of these levels includes the benefits of the 'Mac 'n' Cheese' level noted above, as well as the following additional recognition:

**REGISTRATION SPONSOR: $30,000**
On race day, thousands will register at this tent on Pennsylvania Avenue
- Company signage at Registration Tent
- Opportunity for staff to volunteer in the registration tent
- "Registration sponsored by" verbiage and additional verbal recognition
- Logo placed on pre-event and day-of registration marketing materials
- Opportunity for promotional giveaways to all registrants

**PRE-RACE PACKET PICKUP SPONSOR: $30,000**
Participants will visit select Pacers stores to pickup bibs & shirts before race day
- Logo displayed prominently at packet pick-up site(s)
- Opportunity for staff to volunteer at pick-up site(s)
- "Packet Pickup sponsored by" verbiage and additional verbal recognition
- Logo in pick-up participant communications
- Opportunity for promotional giveaway to all registrants at pick-up site(s)

**LITTLE TURKEY 1-MILER SPONSOR: $30,000**
Take your place as the presenting sponsor for the Little Turkey 1-Miler kids' race
- Company signage at start/finish line
- Opportunity for staff to present metals to winners
- Opportunity to start the kids' race
- Listed as "presenting sponsor" of the Little Turkey 1-Miler on all marketing materials and communications

**FOOD TENT SPONSOR: $25,000**
Every runner's favorite spot with a chance to grab a healthy post-race snack
- Company signage at the food tent after the race
- Opportunity for staff to volunteer at food tent
- Logo on official course map at designated spot
- "Food Tent presented by" verbiage and additional verbal recognition

**WATER TENT SPONSOR: $25,000**
Even in November, every participant needs to stay hydrated - you can help!
- Company signage at the water spot along the race route
- Opportunity for staff to volunteer at water spot
- Logo on official course map at designated spot
- "Water Spot presented by" verbiage and additional verbal recognition

**MILE MARKER SPONSOR (3 AVAILABLE): $15,000**
Keep participants motivated as they make their way through the course!
- Company signage at your mile marker
- Opportunity for staff to volunteer at mile marker to cheer on racers
- Additional verbal recognition
- Logo on official course map at designated marker

Custom packages and unique benefits can be designed: trotforhunger@some.org
ADDITONAL WAYS TO GIVE
Gifts to the Trot for Hunger and SOME may extend beyond sponsorship. If you have specific questions or are interested in a unique giving opportunity, please contact our Trot team at trotforhunger@some.org.

CHECK
Please make all checks payable to SOME and mail to:
Attn: Trot for Hunger
71 'O' St NW
Washington, DC 20001

CREDIT CARD
Please visit www.trotforhunger.org to make a donation via credit card, debit card, or PayPal

ACH WIRE TRANSFER
Wire transfer instructions can be provided upon request.

MATCHING GIFTS
Matching gifts can extend the power of your donation and allow us to continue our crucial work. After you complete your donation, you will receive a receipt that can be submitted via your organization if they have a matching gift program. Please reach out to the Trot Team at trotforhunger@some.org with questions or assistance in completing a matching gift.

PEER TO PEER FUNDRAISING
All registered participants will be provided with a customizable webpage that can be used to share your ‘why’! Our platform will include templates and outreach examples to help solicit donations, as well as built in Facebook fundraisers!

IN-KIND GIVING
Supporting the Trot for Hunger in any capacity is incredibly valuable as we work towards our mission! In-kind giving can provide individuals and companies unique exposure and provide an accessible opportunity to expand giving. Whether in the form of goods, services or time, the Trot for Hunger relies on the generosity of our partners. Here are some examples:

- Raffle items: Any items that can be included in a raffle to raise additional funds.
- Giveaway items: For inclusion in registration packets, door prizes, fundraising incentives, and attendee engagement.
- Services: From marketing and outreach, to event support and day of needs, there are opportunities to expand the reach of the Trot for Hunger.
- Expertise: Our Trot relies on individuals making a difference in any number of event areas — we need your support!
- Unique giving: Get in touch with our team at trotforhunger@some.org.

READY TO SPONSOR?
Thanks for your support! Please complete the commitment form on the next page page.

Your support of the Trot for Hunger is a direct investment in SOME's work to break the cycle of homelessness and poverty in our Nation's Capital. Joining us as a sponsor is a testament to your commitment to thousands of individuals and families who experience homelessness, including veterans, seniors, and people suffering from mental illness, by providing much-needed food, clothing, access to healthcare, employment training, and comprehensive substance use disorder treatment programs.
SPONSORSHIP COMMITMENT FORM
Please complete this form and return it by email to bcurtis@some.org

Business / Company Name

Contact Name
Contact Title

Business / Company Address

City State Zip Code

Contact Phone Number Email

PLEASE INCLUDE US AT THE FOLLOWING LEVEL:
Full benefits and details can be found on pages 4 & 5

☐ Mashed Potatoes ($20,000) ☐ Registration Sponsor ($30,000)
☐ Cranberry Sauce ($15,000) ☐ Pre-Race Packet Pickup ($30,000)
☐ Mac 'n' Cheese ($10,000) ☐ Little Turkey 1-Miler ($30,000)
☐ Sweet Potato ($5,000) ☐ Water Tent Sponsor ($25,000)
☐ Pumpkin Pie ($2,500) ☐ Food Tent Sponsor ($25,000)
☐ We will contribute $ __________ to support SOME's work ☐ Mile Marker Sponsor ($15,000)

Signature of authorized representative: ________________________________

METHOD OF PAYMENT
☐ Please invoice me ☐ Check ☐ Credit or Debit Card ☐ ACH/Wire

PLEASE EMAIL COMPLETED FORMS TO BCURTIS@SOME.ORG
CHECKS (MADE OUT TO SOME) AND FORMS CAN ALSO BE MAILED TO:

Attn: Trot for Hunger
71 'O' ST NW
Washington, DC 20001

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