

# THE DARKEST NIGHT OF YOUR LIFE



## SPONSORSHIP OPPORTUNITIES

On any given night, there are more than 6,000 youth experiencing homelessness in Minnesota. When darkness sets in, these youth are staying in their cars, couch-hopping or sleeping on the streets. HOPE 4 Youth, a nonprofit that provides pathways to end youth homelessness, is once again hosting The Darkest Night of Your Life 4K to raise awareness of what the youth experience and funds so they never have to experience it again. The 4K will be held virtually on Friday, June 5, 2020 from 7-9 pm. Registration is available at [HOPE4YouthMN.org/4K](http://HOPE4YouthMN.org/4K).

### TITLE SPONSOR - \$5,000

- XLarge logo on race shirts
- Opportunity to include items in swag bags
- Displayed recognition at the event
- 5 complimentary 4K entries
- Mention in press release and media bytes
- Large logo with link on HOPE 4 Youth website
- Mentions on HOPE 4 Youth's Social Media
- Logo with link in Eblasts
- Logo on The Darkest Night of Your Life 4K Billboard

### GOLD SPONSOR - \$2,500

- Large logo on race shirts
- Opportunity to include items in swag bags
- Displayed recognition at the event
- 2 complimentary 4K entries
- Logo with link on HOPE 4 Youth website
- Mentions on HOPE 4 Youth's Social Media
- Logo with link in Eblasts

### SILVER SPONSOR - \$1,000

- Medium logo on race shirts
- Opportunity to include items in swag bags
- Displayed recognition at the event
- 1 complimentary 4K entry
- Logo with link on HOPE 4 Youth website
- Mentions on HOPE 4 Youth's Social Media
- Logo in Eblasts

### BRONZE SPONSOR - \$500

- Name on race shirts
- Opportunity to include items in swag bags
- Displayed recognition at the event
- Name on HOPE 4 Youth website
- Mention on HOPE 4 Youth's Social Media
- Name in Eblasts

### STAR SUPPORTER - \$250

- Opportunity to include items in swag bags
- Displayed recognition at the event
- Name on HOPE 4 Youth website
- Mention on HOPE 4 Youth's Social Media
- Name in Eblasts

To confirm your sponsorship, contact Nikki Kalvin, Community Outreach and Events Specialist, at 763.323.2066 ext. 114, or [nkalvin@hope4youthmn.org](mailto:nkalvin@hope4youthmn.org). All sponsorship payments are expected prior to the day of event unless other arrangements have been made. Payment can be remitted via credit card or check (made payable to HOPE 4 Youth) and mailed to HOPE 4 Youth, 2191 Northdale Blvd. NW, Coon Rapids, MN 55433. Tax ID #46-1626500.

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A stylized logo for 'Virtual 4K' featuring a silhouette of a person running inside a purple rectangular stamp that says 'VIRTUAL' in white, with a large '4K' to its right.

## SPONSORSHIP CONFIRMATION

I am confirming my sponsorship for the Darkest Night of Your Life 4K benefiting HOPE 4 Youth. I would like to commit to the following:

TITLE SPONSOR - \$5,000

GOLD SPONSOR - \$2,500

SILVER SPONSOR - \$1,000

BRONZE SPONSOR - \$500

STAR SUPPORTER - \$250

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Name \_\_\_\_\_ Business \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Logos must be in .ai or high quality .png format. Logos should be emailed to Kristin VanHeel, Marketing and Communications Director, at [kvanheel@hope4youthmn.org](mailto:kvanheel@hope4youthmn.org).

Shirts will go to print on May 15, if your logo has not been provided it will not be included on the shirts.

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All sponsorship payments are expected prior to the day of event unless other arrangements have been made.

**CHECKS PAYABLE: HOPE 4 YOUTH**

**MAIL TO: HOPE 4 YOUTH**

**2191 NORTHDAL BLVD NW**

**COON RAPIDS, MN 55433**

Questions? Contact Nikki Kalvin, Community Outreach and Events Specialist, at 763.323.2066 ext. 114, or [nkalvin@hope4youthmn.org](mailto:nkalvin@hope4youthmn.org). Tax ID #46-1626500.