

Dear Local Business Leader,

We would like to invite you to participate as a sponsor of Bright Hope's 2010 Run for Hungry Children 5K Run / 3K Walk. This is a unique opportunity to be an active and visible part of an event occurring in multiple locations simultaneously, all dedicated to providing for the critical needs of children living in the most impoverished areas of the world.

Since the Run for Hungry Children began in 2002, thousands of runners and walkers have partnered with Bright Hope and dozens of local and regional businesses to raise money for this important cause.

Bright Hope is a faith-based international relief organization headquartered in Hoffman Estates, Illinois. Our vision is to assist people who are living on less than one dollar a day. Proceeds from the RFHC will help provide food, clothing, school supplies and other necessities to orphans and vulnerable children in the poorest regions of the world.

The RFHC has grown in number of sites, participants and money raised over the last seven years, and we're building for continued growth in the years to come. Local businesses are crucial to the success of the event, and we would encourage you to participate as a sponsor.

We invite you to take part in this event and help a great cause.

You can find other information about the RFHC and sponsor levels in this packet.

Please contact us at Bright Hope with any questions or to inquire about a sponsorship.



Craig H. Dyer
President
Craig.Dyer@BrightHope.org



Mike Wiersema
National Race Director
Mike.Wiersema@BrightHope.org | 224-520-6116

The Run for Hungry Children was created for two main purposes:

- 1) To raise money for children suffering in some of the poorest areas of the world**
- 2) To increase local awareness of poverty issues**

The event features a competitive 5K Run, a recreational 3K walk for people of all ages, and a post-race party that includes music, food, kid's activities including a Kids Run, and more.

Why be an RFHC Sponsor?

Over the past seven years more than 4,400 people have run or walked the event, raising over \$350,000 to alleviate suffering among children in some of the poorest areas of the world, including Zambia, Kenya, Thailand, Haiti and India.

The money raised supports several of Bright Hope's programs dedicated to the health and well-being of orphans and vulnerable children

It's a first-class, family-friendly event dedicated to addressing one of the most pressing international issues.

Over 150 volunteers help each year.

Sponsorship includes visibility at the event site and throughout our promotional efforts.

You can involve your company, employees and families to be engaged in a powerful cause.

RUN FOR HUNGRY CHILDREN

5K RUN / 3K WALK
MAY 15 2010

Sponsorship Level:	Presenting	Course	Cause	T-Shirt
Cost*	\$3,500 / \$7,000	\$1,000	\$250	\$100
Multiple signs with corporate logo placed throughout the event**	✓			
Corporate logo on race bibs	✓			
Acknowledgement in the May 2 "Run for Hungry Children" Newspaper Supplement (details below)	see below	see below		
Ability to setup on-site display booth	✓	✓		
Corporate logo used in all printed material. (Brochure, posters, flyers)	✓	✓		
Multiple signs with your logo displayed on course	✓	✓		
Corporate banner displayed on the course (you provide)	✓	✓	✓	
Corporate logo and link on event website	✓	✓	✓	✓
Corporate logo on back of event T-shirts	✓ (enlarged)	✓	✓	✓
Complimentary race applications	15	10	5	
Deadline	3/1/10	3/1/10	3/1/10	3/1/10

* Presenting Level Sponsorship for the Hoffman Estates event is \$7,000 due to higher levels of runner, walker and participant involvement.

** Event signage includes the staging area, registration table, start and finish lines, children's activities, kid's race, food table, awards ceremony and along the course.

- The "Run for Hungry Children" Newspaper Supplement will appear in the Sunday, May 2, Daily Herald. The supplement will reach 140,000 homes in Lake, Kane, Cook and DuPage Counties. Presenting Sponsor for the Hoffman Estates event will receive a 1/4-page acknowledgement including name and logo. Presenting Sponsors for all other sites will receive an 1/8-page acknowledgement including name and logo. Course Sponsors for all sites will be grouped in a single 1/8-page acknowledgement. Non-Chicago-area sites will receive copies of the supplement to distribute.

To become a Run for Hungry Children corporate sponsor, please use the form on the following page, or call Mike Wiersema at 224-520-6116

2010 SPONSORSHIP FORM

SPONSOR INFORMATION

Contact Name/Title: _____

Organization Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Are you a multi-city corporation? If so, where else do you operate?

SPONSOR LEVEL

Presenting (\$3,500/\$7,000)

Course (\$1,000)

Cause (\$250)

T-Shirt (\$100)

PAYMENT METHOD

Check (payable to Bright Hope)

Credit Card # _____

Name on Card _____

Signature _____

Expiration Date _____

Circle One: Visa Mastercard Discover American Express

RETURN THIS FORM WITH YOUR PAYMENT TO:

Mike Wiersema, Race Director
Bright Hope, 2060 Stonington Ave, Hoffman Estates IL 60169

Thank you for your participation and sponsorship!