



Running Free Alaska

P.O. Box 231982

Anchorage, AK 99523

EIN 45-5452867

info@runningfreealaska.com

www.runningfreealaska.com

Thank you for your interest in sponsoring the virtual Running Free 4 Miler from June 24, 7 p.m., to July 4, 12 midnight, 2021. We will have a virtual race again this year, due to the continued limits placed on Hiland Mountain Correctional Center.

Just like last year, the race will have three location options. There will be two set courses, one in Anchorage and one in Wasilla. The third option is to run 4 miles at any other location, even a treadmill. Results will be self-submitted. There will be four awards: the Don't Run so Close to Me Award to the runner who completes the run the farthest away from Anchorage, the R Naught Award to the runner who "infects" the most new people to sign up, the Run Like Gina award given to the fastest mile (woman and man) on either the Anchorage or Wasilla course, and the Run Like Sarah award to the woman and the man who runs the most repetitions on either or both set courses over the virtual time period.

Running Free Alaska's mission is to make a positive difference in the lives of Alaskan women who are incarcerated through a structured running program and to provide running-related support after release. RFA believes that the simplicity of running helps people live their best lives. Our vision is to create a supportive environment for women who are incarcerated and stand as a bridge to an interconnected community not defined by labels and stigmas. Our annual race is our single largest fundraiser. Your support means the cost of producing the race is covered and 100% of race entry fees go toward growing our programs.

Running Free Alaska has impacted hundreds of women since 2012 by providing coaching, training, shoes, bras and races to the inmates inside Hiland Correctional. Once our runners are released they are introduced into and supported in the Anchorage running community with shoes, bras, race entry fees and transportation. Our 13 member board and 15 volunteer coaches believe the success of our runners, both inside prison and outside prison, is a testimony to the impact of our program.

"If it hadn't been for Running Free I wouldn't be where I am in my recovery."

-Sabrina, released runner

"Running Free is a game changer. It taught me that I can do something hard and survive."

-Sarah, inmate runner

"Running Free saved my life."

-Bonnie, released runner

Since the pandemic greatly impacted our ability to hold our traditional programs, we piloted a new program last summer for our released runners called “Peak a Week.” The program was held once a week with a small number of runners bagging peaks in Anchorage and Eagle River. We are expanding the program this summer to released runners in Anchorage and the Valley and we plan on including at least one peak ascent in the Valley.

Thank you again for considering supporting the Running Free 4 Miler as a sponsor. Event sponsorship levels and benefits are outlined in the “Event Sponsorship” document at the end of this letter. Deadline for any printed materials is June 14, 2021. Let me know if you have any questions.

Sincerely,

Lisa Keller
General Manager
Running Free Alaska



Running Free 4 Miler

June 24, 2021, 7 p.m.

Event Sponsorship

All Running Free 4 Miler sponsors are recognized throughout the year on the Running Free Alaska website, social media, email correspondence, and at various other events and activities of the organization throughout the year.

Platinum Presenting Sponsor — \$5000

- ***Recognized as the presenting sponsor of the Running Free 4 Miler***
 - "Presented by *Your Company Name*" added to race publicity
 - First-level logo on the participant t-shirts
 - First-level logo on the race swag bags
 - Company banner (provided by the sponsor) displayed at the t-shirt pickup event

Gold Sponsor — \$2500

- ***Recognized as a sponsor of the Running Free 4 Miler***
 - Second-level logo on the participant t-shirts (first-level if there is not a Presenting Sponsor)
 - Second-level logo on the race swag bags (first-level if there is not a Presenting Sponsor)
 - Company banner (provided by the sponsor) displayed at the t-shirt pickup event

Silver Sponsor — \$1000

- ***Recognized as a sponsor of the Running Free 4 Miler***
 - Third-level logo on the participant t-shirts (second-level if there is not a Presenting Sponsor)
 - Third-level logo on the race swag bags (second-level if there is not a Presenting Sponsor)
 - Company banner (provided by the sponsor) displayed at the t-shirt pickup event

Bronze Sponsor — \$500

- ***Recognized as a sponsor of the Running Free 4 Miler***
 - Fourth-level logo on the participant t-shirts (third-level if there is not a Presenting Sponsor)
 - Fourth-level logo on the race swag bags (third-level if there is not a Presenting Sponsor)

Friend of Running Free — \$250

- ***Recognized as a sponsor of the Running Free 4 Miler***
 - Name on the participant t-shirts
 - Name on the race swag bags

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