

JAMES W. FOLEY

# FREEDOM RUN



**2020 CORPORATE SPONSORSHIP**

# JAMES W. FOLEY FREEDOM RUN HISTORY

James W. Foley envisioned a world that respects the dignity and life of each person, regardless of socioeconomic status, cultural background or nationality. His life demonstrated an uncompromising commitment to the freedom of the press and the dignity of each person.

Now in its sixth year, The Foley Freedom Run is a traditional 5K Run/Walk held in Rochester, NH, and in Washington, DC, as well as a "Virtual" Run/Walk, bringing the event to a national and worldwide audience.

## FOR 2020:

Due to restrictions and guidelines put in place as a result of Covid-19, the 2020 James W. Foley Freedom Run will endure as an official virtual run.



## 2020 JAMES W. FOLEY FREEDOM RUN CORPORATE SPONSORSHIP

This October, thousands of runners globally will turn out to Run for Jim. Runners from all over the world will participate in this one of a kind race to support the James W. Foley Legacy Foundation in remembrance of Jim, a native of New Hampshire, and all Americans who have made the ultimate sacrifice to protect our freedoms.

By becoming a Sponsor, you support the James W. Foley Legacy Foundation as we continue Jim's legacy of "Inspiring Moral Courage, One Person at a Time" and directly impact our mission: *to advocate for the freedom of all Americans held hostage abroad and promote the safety of journalists worldwide.*

We are grateful to those who continue to help our foundation in achieving our vision that *all American hostages will return home and conflict journalists who bring truth to light, like Jim, will be protected.*

## FOR 2020:

The safety and health of our participants, donors and sponsors is of the utmost importance. Due to the Covid-19 Pandemic, the 2020 James W. Foley Freedom Run will be a virtual run only. In-person events will resume in 2021. All 2020 sponsorship deliverables have been updated to reflect these changes.

6<sup>th</sup> Annual James W. Foley Freedom

**VIRTUAL  
RUN/WALK**

October 17<sup>th</sup>, 2020

## OUR IMPACT

### 2015 - PRESENT

- Established Hostage US, a nonprofit organization supporting American families with a loved one in captivity and returning hostages through a network of medical, psychosocial, financial, and legal professionals (2015)
- Participated in the US Government Review of Hostage Policy which created an inter-agency Hostage Recovery Fusion Cell, Special Envoy for Hostage Affairs and White House Hostage Response Group (2015)
- Became a founding member of the ACOS (A Culture of Safety) Alliance, a historic international coalition of media companies, press freedom NGO's and freelance journalist organizations to strengthen protections for independent journalists (2016)
- Developed the James W. Foley Journalist Safety Guide in partnership with Medill/Northwestern and Reporters Without Borders for graduate journalism schools (2016)
- Collaborated in the making of the documentary, "Jim: The James Foley Story", to raise awareness of hostage taking and the risks freelance journalists take, particularly in conflict zones (2016)
- Provided research on hostage-taking trends to support New America's report "To Pay Ransom or Not to Pay Ransom" (2017)
- Published the first non-governmental review of US hostage policy, "Bringing Americans Home" from the perspective of former hostages and their families (2019)
- Provided Hostile Environment and First Aid Training (HEFAT) to more than 30 freelancers through various partnerships since our founding
- Hired our first Executive Director based in Washington, DC to begin establishment of a Hostage Advocacy Center (2019)
- Released the undergraduate version of our safety curricula, The James W. Foley Journalism Safety Modules, in partnership with Marquette University's Diederich College of Communication and with support from the Scripps Howard Foundation and the Society of Professional Journalists Foundation." (2020)
- Published the second non-governmental review of US hostage policy, "Bringing Americans Home: 2020" from the perspective of former hostages and their families (2020)

## SPONSORS

The James W. Foley Legacy Foundation is seeking corporations, businesses and caring individuals interested in supporting our work.

### Past Sponsors included:

Albany, Alliance for Dental Care, Amethyst Foundation, PLLC, Bernier Insurance, Inc., Catholic Medical Center, DF Richard, Drummond Woodsum, Eastern Propane & Oil, Fiscal Note, Frisbie Memorial Hospital, GreenSmith Public Affairs, Hannford Supermarkets, Harvard Pilgrim Health Care, Hannaford, Holy Rosary Credit Union, Joybeems, Lilac City Pediatrics, Margarita's, Martin's Point Healthcare, Mollica Travel, Northeast Delta Dental, Ocean Properties, Perles Family Foundation, Portsmouth Regional Hospital, Revolution Taproom & Grill, Safran Aerospace, Sam Adams, Shaheen & Gordon, PA, Treneo Software, Tufts Health Freedom Plan, TURBOCAM International, Waste Management and Wentworth Douglass Hospital, Wolfeboro Corner Store



# SPONSORSHIP OPPORTUNITIES

## Title Freedom Sponsor

**\$20,000**

***\*Official Run Sponsor (One opportunity only)***

Company Name as Title Sponsor

Large Name/Logo on BACK of Run T-shirt. TOP prominent Display

Name, Logo and Hyperlink on Freedom Run website homepage and in "Sponsor" area in the main navigation

5 Dedicated Social Media Posts

5 Free registrations to "Moral Courage in Challenging Times" virtual event

A pre-recorded 2-3 minute video about your work and why you have chosen to sponsor our events for marketing video

Press Release - Announcement of Sponsorship

4 Tickets to the 2021 James W. Foley Freedom Awards in Washington, DC

## Freedom Supporter

**\$10,000**

Large Name/Logo on BACK of Run T-shirt. Top display  
Company Name, Logo and Hyperlink on Freedom Run website and JWFLF website

Name, Logo and Hyperlink on Freedom Run website homepage and in "Sponsor" area in the main navigation

4 Dedicated Social Media Posts

4 Free registrations to "Moral Courage in Challenging Times" virtual event

A pre-recorded 2-3 minute video about your work and why you have chosen to sponsor our events for marketing video

Press Release - Announcement of Sponsorship

2 Tickets to the 2021 James W. Foley Freedom Awards in Washington, DC

## Freedom Advocate

**\$5,000**

Medium Name/Logo on BACK of Run T-shirt. Middle prominent display

Name, Logo and Hyperlink on Freedom Run website homepage and in "Sponsor" area in the main navigation

3 Dedicated Social Media Posts

3 Free registrations to "Moral Courage in Challenging Times" virtual event

A pre-recorded 1-minute video about your work and why you have chosen to sponsor our events for marketing video

Press Release - Announcement of Sponsorship

## Freedom Protector

**\$2,500**

Small Name/Logo on BACK of Run T-shirt. Lower Prominent display

Name, Logo and Hyperlink on Freedom Run website homepage and in "Sponsor" area in the main navigation

2 Dedicated Social Media Posts

2 Free registrations to "Moral Courage in Challenging Times" virtual event

Company name and logo announced in marketing video

## Freedom Champion

**\$1,000**

Small Name/Logo on BACK of Run T-shirt. Lower display

Name, Logo and Hyperlink on Freedom Run website homepage and in "Sponsor" area in the main navigation

1 Dedicated Social Media Post

1 Free registration to "Moral Courage in Challenging Times" virtual event

Company name announced in marketing video

## Form a Virtual Corporate Team!

Studies show that companies with team building charity work have better employee morale and retention. Start a virtual corporate Run/Walk team to bolster your employees' sense of purpose in supporting their community!



# SPONSORSHIP FORM

**Please fill out the following form to confirm your sponsorship.**

**Completed forms can be returned via email or mail to:**

Amy Coyne amy.coyne@jamesfoleyfoundation.org

The James W. Foley Legacy Foundation

PO Box 1678

Rochester, NH 03867

603-948-1339

## Sponsorship Opportunities:

\_\_\_\_\_ \$20,000 Title Freedom Sponsor

\_\_\_\_\_ \$10,000 Freedom Supporter

\_\_\_\_\_ \$5,000 Freedom Advocate

\_\_\_\_\_ \$2,500 Freedom Protector

\_\_\_\_\_ \$1,000 Freedom Champion

## Payment Information:

\_\_\_\_\_ Please send me an invoice

\_\_\_\_\_ I have enclosed a check made payable to **The James W. Foley Legacy Foundation**

\_\_\_\_\_ I will pay Online

\_\_\_\_\_ I will call with payment

## Contact Information:

\_\_\_\_\_  
Company name (As you wish to be acknowledged)

\_\_\_\_\_  
Company Address

\_\_\_\_\_  
Contact person's Name

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Contact Email Address

**Thank you for Supporting the 2020 James W. Foley Freedom Run**

Once we receive your completed & signed sponsorship form, we will contact you to discuss arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black and white logos (.EPS or Vector are preferred) to amy.coyne@jamesfoleyfoundation.org.

**JAMES W. FOLEY  
LEGACY FOUNDATION**