

10-Year
Remembrance!

JAMES W. FOLEY
FREEDOM RUN



2024 CORPORATE SPONSORSHIP

HISTORY OF THE FREEDOM RUN

Conflict journalist and humanitarian, James W. Foley, was kidnapped by ISIS, held hostage, and ultimately brutally murdered 2014. Jim embodied an uncompromising commitment to freedom of the press. His work highlighted the life, dignity, and suffering of each person regardless of their background or nationality.

Now in its tenth year, the Foley Freedom Run is a traditional 5K Run/Walk held in Rochester, NH, Washington, DC, with a "Virtual" Run/Walk option to participate from anywhere.

"For some reason I have physical courage, but ... that's nothing compared to moral courage... if I don't challenge authority to write about things that ... maybe ...have reprisals on my career... we don't have journalism."

JAMES W. FOLEY

October 18th, 1973 -

August 19th, 2014



2024 JAMES W. FOLEY FREEDOM RUN CORPORATE SPONSORSHIP

This October, thousands of runners will turn out to "Run for Jim," a New Hampshire native who was killed protecting our First Amendment freedoms. This one-of-a-kind race supports the James W. Foley Legacy Foundation.

As a Sponsor, you support the Foundation as we continue Jim's legacy of "Inspiring Moral Courage, One Person at a Time" and further our mission:

To secure the freedom of Americans unjustly held captive abroad, prevent future hostage-taking, and promote journalist safety.

The Foley Foundation is seeking businesses, organizations, and caring individuals to support our work.

Learn more at www.foleyrun.org

10th ANNUAL JAMES W. FOLEY FREEDOM RUN

RUN/WALK

October 2024

WASHINGTON, DC – OCTOBER 13TH

ROCHESTER, NH – OCTOBER 19TH

VIRTUALLY WORLDWIDE – OCTOBER 19TH

SPONSORSHIPS FUEL THE MORAL COURAGE NEEDED TO:

Secure Hostage Freedom

- Grow our family support team to support more hostage families
- Sustain our annual *Bringing Americans Home* research
- Deepen our research to identify effective strategies to deter and prevent hostage-taking
- Advocate for the policies, legislation, and action needed to protect Americans abroad
 - Oversight & Accountability: Codify a requirement to conduct regular Congressional hearings and comprehensive assessments that assess the efficacy of government efforts to recover American captives
 - Post-Captivity Support: Ensure newly codified physical, medical, and psychiatric support services are accessible returned captives; expand these services to families pursuing a wrongful detention designation
 - Wrongful Detention Designations: Improve how the government designates a detention as “wrongful.” Ensure the process is equitable, expeditious, and transparently engages families
 - International Alliances: Build upon existing and forge new diplomatic and military alliances to drive collective action and end rogue states’ use of innocents as bargaining chips
 - Public Awareness: Promote prominent displays of the Hostage & Wrongful Detainee Flag in more places and on more occasions to raise awareness. Seek to honor the Americans, such as James Foley, whose murders in 2014 and 2015 sparked a moral awakening that reformed government policies and institutions

Promote Journalist Safety

- Improve access to the Foundation’s online journalist safety education program for aspiring and freelance journalists.
- Collaborate with schools of journalism and communication to increase inclusion of safety education in the design of courses
- Expand virtual reality safety training through grants that reach more freelancers

Inspire Moral Courage

- Build partnerships to inspire moral courage and radical empathy through storytelling and education
- Encourage high school students to engage in positive civic engagement

SPONSORS

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

Past Sponsors include:

Akin, Albany Engineered Composites, Alliance for Dental Care, Atlas- Heritage Title, Bernier Insurance, Bring Our Families Home Campaign, Catholic Medical Center, D.F. Richard, Drummond Woodsum, Eastern Propane & Oil, EBPA, Fiscal Note, Four Tree Island Advisory LLC, Free Gordon Tour Scuba Team, Freedom Forum, Frisbie Memorial Hospital, Freedom Initiative, Global Guardian, Godfrey Dentistry, GreenSmith Public Relations, Hammond Lumber Company, Hannaford Supermarkets, Harvard Pilgrim Health Care, Holy Rosary Credit Union, iNetSupply.com, Intec Automation, Joybeems, Knight Foundation, Lantos Foundation for Human Rights & Justice, Leone, McDonnell & Roberts, Lilac City Pediatrics, Margarita’s, Martin’s Point Healthcare, Mollica Travel, National Journal, National Press Club, New York Times, Northeast Delta Dental, Ocean Properties, Perles Family Foundation, Portsmouth Regional Hospital, Portsmouth Freemasons - St. John’s Lodge, Safran Aerospace, Shaheen & Gordon, PA, SMI, Studley’s, Syracuse University, The Cervantes Group, The Family of Robert Levinson, The Freedom Initiative, Treneo Software, Tufts Health Freedom Plan, Turbocam, VETRO, Inc., Wakefield Thermal, Walmart, Wentworth Douglass Hospital, WLGA, Wolfeboro Corner Store, Wolfeboro Dockside Grille and Dairy Bar and more!

SPONSORSHIP LEVELS

Title Freedom Sponsor **\$15,000**

*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
- Exhibitor table at Runners' Expo (NH ONLY)
- Marketing collateral/items in run "Goodie Bag" to be given to over 1,000 runners (NH ONLY)
- Speaking opportunity (2-3 minutes) about your work and why you have chosen to sponsor our event
- Press Release - Announcement of sponsorship
- 2 Tickets to the 2024 James W. Foley Freedom Awards in Washington, DC
- Signed copy of "American Mother"
- James W. Foley Freedom Run sweatshirt

Freedom Champion **\$7,500**

- Large Name/Logo on BACK of Run T-shirt. Top display
- Name, Logo and Hyperlink on Freedom Run website homepage and in "Sponsor" area in the main navigation
- 4 Dedicated social media posts
- Exhibitor table at Runners' Expo (NH ONLY)
- Marketing collateral/items in run "Goodie Bag" to be given to over 1,000 runners (NH ONLY)
- Speaking opportunity (1 minute) about your work and why you have chosen to sponsor our event
- Press Release - Announcement of sponsorship
- Signed copy of "American Mother"
- James W. Foley Freedom Run sweatshirt

Freedom Protector **\$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
- Exhibitor table at Runners' Expo (NH ONLY)
- Marketing collateral/items in run "Goodie Bag" to be given to over 1,000 runners (NH ONLY)
- Press Release - Announcement of sponsorship
- Signed copy of "American Mother"
- James W. Foley Freedom Run sweatshirt

Freedom Advocate **\$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
- Exhibitor table at Runners' Expo (NH ONLY)
- Marketing collateral/items in run "Goodie Bag" to be given to over 1,000 runners (NH ONLY)
- Signed copy of "American Mother"
- James W. Foley Freedom Run sweatshirt

Freedom Supporter **\$1,250**

- 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
- Exhibitor table at Runners' Expo (NH ONLY)
- Marketing collateral/items in run "Goodie Bag" to be given to over 1,000 runners (NH ONLY)
- Signed copy of "American Mother"
- James W. Foley Freedom Run sweatshirt

Form a Corporate Team!

Boost employee morale, and community engagement in support of a charitable purpose.

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
James W. Foley Legacy Foundation
200 Marcy Street, Suite 102
Portsmouth, NH 03801

SPONSORSHIP LEVELS

- \$15,000 Title Freedom Sponsor
- \$7,500 Freedom Champion
- \$5,000 Freedom Protector
- \$2,500 Freedom Advocate
- \$1,250 Freedom Supporter

PAYMENT INFORMATION

- Please send me an invoice
- I will pay online
- I will call with payment
- I have enclosed a check made payable to James W. Foley Legacy Foundation

Contact Information

Company Name

Company Address

Contact Person's Name

Contact Phone Number

Contact Email Address

Thank you for Supporting the 2024
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 and JPEG are preferred) to amy.coyne@jamesfoleyfoundation.org.

