

JAMES W. FOLEY

FREEDOM RUN

#IRUNFORJIM



2026 SPONSORSHIP

HISTORY OF THE FREEDOM RUN

Conflict journalist and humanitarian James W. Foley was kidnapped by ISIS, held hostage, and brutally murdered in 2014. Jim embodied an unwavering commitment to press freedom. His work illuminated the life, dignity, and suffering of every individual, regardless of background or nationality.

Now in its twelfth year, the Foley Freedom Run is a traditional 5K Run/Walk held in Rochester, NH, and Washington, DC, with a virtual option for participants to join from anywhere in the world!

“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



2026 JAMES W. FOLEY FREEDOM RUN CORPORATE SPONSORSHIP

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

As a sponsor, you’ll help carry forward Jim’s legacy of “Inspiring Moral Courage, One Person at a Time” and advance the Foundation’s mission:

To advocate for American hostages and wrongful detainees held abroad and promote journalist safety

The Foley Foundation is seeking support from businesses, organizations, and compassionate individuals to help advance our mission.

12th ANNUAL JAMES W. FOLEY FREEDOM RUN

RUN/WALK

October 2026

ROCHESTER, NH – OCTOBER 17

VIRTUALLY WORLDWIDE – OCTOBER

WASHINGTON, DC – OCTOBER DATE TBD

YOUR CONTRIBUTIONS AT WORK

Our everyday heroes are each of you – our sponsors, donors, volunteers, and supporters. You make it possible for us to serve and protect the vulnerable every day and To inspire moral courage in ourselves and others within our community, government, and nation

Your contributions enable us to:

- **Family Support:** Assist families enduring the trauma of hostage-taking by coordinating their engagement with the administration and Congress to directly advocate for their loved one's freedom.
- **Research:** Conduct statistical analyses on international hostage-taking and confidential interviews with families, government officials, and third-party experts to identify victims' needs, inform government reforms, and advance prevention strategies.
- **Public Advocacy:** Provide a platform for hostage families through the media and public forums to reach decision-makers, build public support, and ensure their loved ones are not forgotten.
- **Safety Education:** Equip aspiring journalists and freelancers with the knowledge, tools, and practices needed to stay safe while reporting in high-risk environments.

Thank you for your steadfast support of our fundamental promise to restore and protect the freedom of targeted and vulnerable Americans.



SPONSORS

The Foley Foundation is seeking support from corporations, businesses and caring individuals who share in our mission.

Past Sponsors include:

Akin, Albany Engineered Composites, Alliance for Dental Care, Atlas- Heritage Title, Bring Our Families Home Campaign, Covington & Burling, Cobalt Benefits Group, D.F. Richard, Drummond Woodsum, Eastern Propane & Oil, EBPA, Eddie's Ranch, Four Tree Island Advisory LLC, Free Gordon Tour Scuba Team, Freedom Forum, Frisbie Memorial Hospital, Freedom Initiative, Global Guardian, Godfrey Dentistry, GreenSmith Public Relations, Grottlucker & Co., Hammond Lumber Company, Hannaford Supermarkets, Harvard Pilgrim Health Care, Holy Rosary Credit Union, iNetSupply.com, Intec Automation, Keller Williams Coastal and Lakes & Mountains, Knight Foundation, Lantos Foundation for Human Rights & Justice, Leone, McDonnell & Roberts, Lilac City Pediatrics, Margarita's, Martin's Point Healthcare, 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, St Katharine Drexel Parish, Risk Management Group, Safran Aerospace, Scripps News, Shaheen & Gordon, SMI, Studley Flower Gardens, Syracuse University, The Cervantes Group, The Family of Robert Levinson, The Freedom Initiative, The Washington Post, Treneo Software, Turbocam, VETRO, Inc., Wakefield Thermal, Walmart, Wentworth Douglass Hospital, WLGA, Wolfboro Dockside Grille and Dairy Bar and many more!

SPONSORSHIP LEVELS

Title Freedom Sponsor \$15,000

*Official Run Sponsor (Exclusive opportunity)

- 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 the Run
- Press release announcing sponsorship
- James W. Foley Freedom Run long sleeved T-shirt
- Copy of most recent "Bringing Americans Home" hostage-taking research report
- Foley Freedom Run Mug

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 the Run
- James W. Foley Freedom Run long sleeved T-Shirt
- Copy of most recent "Bringing Americans Home" hostage-taking research report
- Foley Freedom Run Mug

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)
- James W. Foley Freedom Run long sleeved T-Shirt
- Copy of most recent "Bringing Americans Home" hostage-taking research report
- Foley Freedom Run Mug

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)
- James W. Foley Freedom Run long sleeved T-shirt
- Foley Freedom Run Mug

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)
- James W. Foley Freedom Run long sleeved T-shirt
- Foley Freedom Run Mug

Form a Corporate Team!

Boost employee morale and strengthen community engagement in support of a meaningful cause.

SPONSORSHIP FORM

Complete this form to confirm your sponsorship. Return forms 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
2026 James W. Foley Freedom Run

Upon receipt of completed and signed sponsorship forms, we will contact sponsors to discuss arrangements, 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.

