



17TH ANNUAL | PRESENTED BY GOLDEN VALLEY BANK

Run for Food

BENEFITING THE JESUS CENTER

2022 SPONSORSHIP OPPORTUNITIES



4,000

people of all ages
participated in the 2021
Run for Food.



Run
for Food

RACE DAY
THURSDAY, NOV. 24
5K RUN/WALK



86%

Butte County
Residents



84%

Adults

58%

Female

42%

Male





Dear Friend of the Run,

The 17th Annual Run for Food presented by Golden Valley Bank will be held on Thursday, November 24, 2022, and we are inviting your support to reach our goal of raising money and awareness for the work of the Jesus Center.

The Run for Food, held in Bidwell Park, is Chico's largest event and a major fundraiser for the Jesus Center. This family-friendly event regularly hosts generations of families joining together to enjoy the Thanksgiving holiday while supporting a worthy cause. Your support in the form of sponsorship of the Run for Food allows you to directly contribute to the impact being made on the lives of those in our community who are experiencing homelessness. All proceeds from the Run for Food are used to improve programs and services at the Jesus Center.

You can learn more about our mission by visiting our website, www.jesuscenter.org. On behalf of the Run for Food, we invite you to become a sponsor of the community's largest fundraiser. Each sponsor who contributes to the event is ensured maximum exposure to the local community. All race registrants, which we anticipate being 4,500 will be aware of your generous support through a broad range of media coverage—including print, television, radio, and web.

We look forward to your support!

A handwritten signature in black ink, appearing to read 'Amber Abney-Bass'.

Amber Abney-Bass
Executive Director, Jesus Center

A glimpse of the Jesus Center's Impact:

The Jesus Center is redefining help by focusing on our strengths in sober sheltering and transitional housing, by working strategically with our colleagues rather than duplicating their efforts, and by streamlining a path from hopelessness to full restoration. Our new location on Fair Street has offered over 7,700 nights of shelter to over 180 unique individuals in the last year. We are proud to implement our Pathways curriculum that offers up to 10 classes per week around Respite, Wellness, Purpose and Independence. We are recovery-focused, offer vocational training opportunities, and provide individual case management for all in shelter. The Sabbath House has developed a strong programming model that allows for opportunities to engage our participants. With a relational approach and a trauma informed service model, we work towards supporting those experiencing homelessness as they focus on a pathway towards restoration.



SPONSORSHIP OPPORTUNITIES

There are several Sponsorship opportunities available to support the Jesus Center and its programs in our community. Each level provides advertising and exposure for your company.

ADVERTISING INCLUDES HEAVY SATURATION (based on sponsorship level) of both the local community and surrounding Butte County communities via print, radio, web, and a high exposure banner campaign at Broadway & Main Street in Chico (up to 25,000 vehicles daily). Email, flyer distribution, event marketing, and partner cross-promotion will also be utilized for greatest impact.

PLATINUM

\$5,000 Platinum Sponsor Package

This is the premium level of sponsorship designed to give a high level of exposure to your company.



- Company logo on TV advertising
- Company logo at starting line, finish line, and post-finish photo-op area
- Company logo on run T-Shirts (4,500)
- Company logo displayed on online registration, confirmation page, and participant receipt
- Company recognition via Facebook social media posts
- Exposure and recognition in event email blasts
- Website link from the Run for Food website
- Complimentary run participation registrations (12)
- Company recognition by emcee throughout Thanksgiving morning
- Company logo appears on Thank You Banner at race
- Company logo to be included on recognition mailer following the run (60,000 piece circulation)
- Company name and logo to be included on Race Day Finish signs

GOLD

\$2,500 Gold Sponsor Package

A sponsorship level designed to give prominent levels of exposure to all participants.



- Company logo on TV advertising
- Company logo on run T-Shirts (4,500)
- Company logo displayed on online registration confirmation page and participant receipt
- Company recognition via Facebook social media posts
- Exposure and recognition in event email blasts
- Website link from the Run for Food website
- Complimentary run participation registrations (10)
- Company recognition by emcee throughout Thanksgiving morning
- Company logo appears on Thank You Banner at race
- Company logo to be included on recognition mailer following the run (60,000 piece circulation)

Please refer to the sponsorship grid for complete benefits.

2022 SPONSORSHIP OPPORTUNITIES

SILVER

\$1,000 Silver Sponsor Package

A sponsorship level designed to give high levels of exposure to all participants.

- Company logo on run T-Shirts (4,500)
- Exposure and recognition in event email blasts
- Website link from the Run for Food website
- Complimentary run participant registrations (6)
- Company logo appears on the Thank You Banner at race

BRONZE

\$500 Bronze Sponsor Package

A sponsorship level ideal for businesses interested in added marketing exposure.

- Exposure and recognition in event email blasts
- Website link from the Run for Food website
- Complimentary run participant registrations (4)
- Company name appears on shared display board at race

FRIENDS OF THE JESUS CENTER

\$150 Friends Sponsor Package

A sponsorship level ideal for businesses interested in added marketing exposure.

- Recognition on the Run for Food website
- Exposure and recognition in event email blasts
- Company name appears on shared display board at race

TEAM

Team Sponsor Option

For employee groups of 15 or more registering and paying together by November 1st.

- Company name recognized on the Run for Food website



2022 SPONSORSHIP OVERVIEW

SPONSOR BENEFITS	PLATINUM (\$5,000)	GOLD (\$2,500)	SILVER (\$1,000)	BRONZE (\$500)	FRIENDS (\$150)
Company logo at starting line, finish line, and photo-op area	•				
Company logo on TV ad (must be received by Oct. 14)	•	•			
Company logo on run Participant T-Shirt (4,500 shirts)	•	•	•		
Company logo displayed on online Registration Confirmation Page and Participant Receipt	•	•			
Company recognition via Facebook social media postings	•	•			
Company name appears on appropriate signage				•	
Company recognition with logo in Jesus Center December newsletter (60,000 circulation)	•	•			
Exposure and recognition in an event email blast to over 6,500 individuals	•	•	•	•	•
Website link from the Run for Food website	•	•	•	•	
Recognition award for display at your business	•	•			
Recognition by emcee during the event	•	•	•	•	•
Complimentary Run Participant Registrations	12	10	6	4	
Company logo appears on the Thank You Banner at race	•	•	•		
Company name appears on shared display board at race				•	•



The Jesus Center is a non-profit organization founded in God's love. In response to the complexity of homelessness, hunger, and poverty, we work with our community to restore those suffering from isolation to community integration.

Thank you for your sponsorship consideration.