

Get ready... Get Set... Go!

Get ready... Get Set... Go! For the Second Annual "A Step for Change Charity Walk" hosted by The Help Center. This year's event will take place on Saturday, August 18, 2018, from 9:00AM to 12:00PM at Centennial Park, here in Nashville, TN.

"A Step for Change Charity Walk" is a charity event that raises awareness, advocate and support to the ex-offender population of the Middle Tennessee area. The mission of The HELP Center is to provide ex-offenders, offenders, low income individuals support to restructure their lives and achieve success with counseling, educational, employment, and supportive services. A criminal conviction doesn't have to be the end of their career road - not by a long shot. If one has recently been released from jail or prison - or are likely to be released soon - transitional work programs can help them find work immediately and apply for jobs with employers who won't discriminate against them based on your criminal record.

The Help Center's goal is to help prison inmates get good paying jobs, continued education and support after they return to their homes. Our experience has shown that most inmates do not know how to go about this. Even in prison, inmates can do a number of things that will increase their future success and our staff engage potential clients before they are released. Once ex-offenders return to their communities they can do more but need added support to prevent them from returning to the correctional system, a negative outcome for society often referred to as recidivism.

Every day we get a step closer to defeating the stigma of being a convicted felon. But until we do, we need your support to save every life that is compromised by this stigma. I encourage you to support "A Step for Change Charity Walk/Run," to allow The Help Center the ability to continue the great work we are doing to provide a world altering service to the ex-offender population in Middle Tennessee. Register today, to be a voice of a second chance. Register today, to take a stance on equality. Register today, to be a beacon of light for others who are striving to make a change in their life and community.

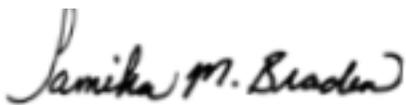
Please use this packet to get started and make your efforts a success. Included in this packet:

- Instructions for registering your team
- Personal fundraising ideas to meet your personal and team goal
- Support letter and social media posts to help promote your team
- Promotional poster to hang at your office or distribute among friends and family
- Corporate sponsorship levels to pass along to your network

With Hope,



Ramon D. Johnson
Chairman, Board of Directors
The Help Center



Jamika M. Bearden
Founder, Executive Director
The Help Center

A Step for Change 5k Charity Walk
Saturday, August 18, 2018 at 9:00 AM
Centennial Park, Nashville, TN

A Step for Change Charity Walk Event Details

The 2018 walk will begin and end at Centennial Park located in Nashville, TN

- The walk will consist of a 5K distance
- The walk will start with a warm-up session facilitated by a certified trainer, singing of the national anthem and a brief presentation about The Help Center.
- This is an out and back course so participants will start and finish at the same location
- There will be water and aid stations throughout the course
- Open to all ages and abilities
- Entry Fees:
 - **Early Bird/Online by July 15, 2018**
 - Ex-Offender: \$20.00
 - Individual: \$25.00
 - **Late Registration**
 - Ex-Offender: \$25.00
 - Individual: \$30.00
- Each participant will receive a Commemorative Race Shirt, Finisher Medals and Goodie Bag filled with tons of things from our local sponsors/vendors
- Registration is available online at www.thehelpcentertn.org/stepforchange

Take the First Step:

Create a Walk Team

- Step 1:** Go to www.thehelpcentertn.org/stepforchange and click on "Register."
- Step 2:** Set up your team's personal fundraising page through firstgiving.com, the online fundraising website.
- Step 3:** Invite your friends, family and coworkers to donate to your team's page. Don't forget to ask your company to donate or about their matching gifts program.
- Step 4:** Join us on August 19, 2018 at 7:00AM at Centennial Park, 2500 Westend Ave., Nashville.

Team Requirements

- Each Team of five (5) to ten (10) participants is encouraged to raise a minimum of \$250.00 total to designate their funds to their program of choice at The Help Center, a 501(c)3 organization.
- Each Team of eleven (11) to twenty (20) participants is encouraged to raise a minimum of \$350.00 total to designate their funds to their program of choice at The Help Center, a 501(c)3 organization.
- Teams can raise additional funds to enter to prize incentives, see prizes and incentives. Teams can designate the funds they raised to any program choice at The Help Center, a 501(c)3 organization. Remember that ALL team application forms must be submitted together. Individuals submitting their application forms separately from their team will not be able to designate their donation, however their funds will go to a program at The Help Center.
- Every team walker must complete an application – including all children over the age of five.

A Step for Change Charity Walk Event Sponsorship

We cordially invite you to participate as a Sponsor of the 1st Annual A Step for Change Charity Walk, hosted by The Help Center, a 501(c)3 charitable organization. "A Step for Change Charity Walk" is a charity event that raises awareness, advocate and support to the ex-offender population of the Middle Tennessee area. The mission of The HELP Center is to provide ex-offenders, offenders, low income individuals support to restructure their lives and achieve success with counseling, educational, employment, and supportive services. A criminal conviction doesn't have to be the end of their career road - not by a long shot. If one has recently been released from jail or prison - or are likely to be released soon - transitional work programs can help them find work immediately and apply for jobs with employers who won't discriminate against them based on your criminal record. Your sponsorship helps to defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts for registered race participants, awards, and complimentary drinks and snacks for each race participant. Any additional money from sponsorships will help toward our fundraising goal of \$10,000.

Thank you in advance your consideration of becoming a race sponsor. Attached you will find the sponsorship form that can be completed and submitted by mail, payable to The Help Center. Or, please call or email Tamika Braden, Executive Director, to set up sponsorship or answer any questions. Tamika can be reached at (615) 349-8349 Ext. 101 or tamikabraden@thehelpcentertn.org.

Sponsorship Benefits

Sponsoring the A Step for Change Charity Walk has many benefits for you including:

- Direct contact with/and exposure to your target market(s)
- Enhance your organization's image in the local community
- Positive positioning within your market
- Indirect publicity via media coverage of the event
- Include your staff in the race for team building

The Help Center is planning an extensive event marketing campaign including:

- E-marketing campaign to race participants in lead up to event
- Official website www.thehelpcentertn.org for online registrations, official timings and updates to promote the event
- Social Media campaign launched eight weeks prior to the event with regular Facebook and Twitter updates
- Advertising and editorial leads in local print media

There are several ways your organization can be involved in the A Step for Change Charity Walk:

- Financial support or donation – sponsorship of the overall event
- Supply of products and/or services for prizes
- Passing on marketing materials and promoting participation
- Goods – value in kind

A Step for Change Charity Walk

A Step for Change Charity Walk

Sponsorship Opportunities

There are numerous levels of event sponsorship opportunities to best meet your organization's budget, marketing needs and desire to reach the community with your message. Your company will receive:

Title Sponsorship Level \$5,000.00

Identification as Sponsor on local campaign collateral materials, including:

- Reference to the event name, preceded by your company name
- Prominent logo and/or company name on all promotions and publicity including: print ads, press releases
- Hyperlink to your website from ours
- Mention to all e-communication to race participants
- Banner space and signage at start and finish lines
- Booth space at the Health & Wellness Expo
- 10 Race Registrations/Entries
- Preferred Reserved Parking
- Use of VIP Hospitality area for 15 guests

Presenting Sponsorship Level \$3,000.00

Identification as Sponsor on local campaign collateral materials, including:

- Named as the Presenting Sponsor of the event
- Prominent logo and/or company name on all promotions and publicity including: print ads, press releases
- Hyperlink to your website from ours
- Banner space and signage at start and finish lines
- Booth space at the Health & Wellness Expo
- 5 Race Registrations/Entries
- Use of VIP Hospitality area for 10 guests

Premier Sponsorship Level \$1,000.00

Identification as Sponsor on local campaign collateral materials, including:

- Business Logo or Photo on all Materials
- Company Logo on Event Posters
- Company Logo on Event T-shirts
- Company Logo on Event Programs
- Company Logo on Event Signage
- Link on Event Website
- Live Announcements
- Five dedicated Facebook posts
- Opportunity to place banners and flags at event and packet pick up
- Booth Space at Event to Distribute Product Samples or Printed Materials
- Opportunity to include promotional material in Goodie Bag

Gold Sponsorship Level \$500.00

Identification as Sponsor on local campaign collateral materials, including:

- Business Logo or Photo on all Materials
- Company Logo on Event Posters
- Company Logo on Event T-shirts
- Company Logo on Event Programs
- Company Logo on Event Signage
- Four dedicated Facebook posts
- Booth Space at Event to Distribute Product Samples or Printed Materials
- Opportunity to include promotional material in Goodie Bag

In-Kind Donations of food, prizes, event entertainment or other items. Logo on materials based on value of items as indicated above. All Donations to The Help Center are tax deductible, as we are a 501(c)3 tax exempt organization. **Tax ID: 47-2594358**

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