



National High Five Day: Corporate Sponsorship Package

“National High Five Day is awesome!”

- Takes place on the **third Thursday in April** each year
- A simple idea – just **give high-fives all day!**
- Creates an instant sense of community
- Now in its **12th** year



“National High Five Day is viral!”

- Featured on **ESPN** for 5 straight years
- Celebrated with a high-five by **Matt Lauer** and **Katie Couric** on The Today Show
- Was a **“Worldwide Trending Topic”** on Twitter in 2012 (appx **1 million** impressions)
- Our Facebook posts generated **335,000** impressions in **1 day** on NH5D 2013
- Also seen on **Jimmy Kimmel Live, Ellen DeGeneres Show, & Inside the NBA** on TNT



“National High Five Day does good!”

- Run by National High Five Project, an IRS fully recognized **501(c)3** non-profit organization
- Our **National High-5-A-Thon For Cancer Research** raises money for **5** cancer research centers nationwide (In CA, IL, NC, and WA)
- We’ve raised **\$30,000+** so far over two NH5D’s for cancer research and for mental health care for victims of the Boston Marathon bombing





2014: Sponsor an hour of National High Five Day!

On National High Five Day 2014 (Thursday, April 17) the Executive Director of National High Five Project, Greg Edge, will attempt to **set a high-five world record!**

We'll **live-stream** the record attempt on the National High Five Day website and **blast social media** updates for all 24 hours of NH5D.

Be a part of history by sponsoring an hour (or more!) of NH5D with a tax-deductible charitable donation to National High Five Project, benefiting cutting-edge cancer research.

Time of Day (Pacific Time)	Donation Amount (Per Hour)	Sponsor Benefits
Midnight - 6am	\$555	- 5+ on-screen mentions on the live stream
6am - 9am	\$755	- 5+ mentions on social media leading up to and on NH5D
9am - 5pm	\$1555	- Ad/logo placement on our www.nh5d.com website
5pm - 6pm*	\$2555	- Logo placement on the NH5D T-shirts for all participants
6pm - 9pm	\$1055	- Featured in our e-newsletter (circulation appx 4,000)
9pm - Midnight	\$555	- NH5D T-shirts for allotted members of your staff

*The 5 pm hour, and specifically 5:55 pm, are the peak of National High Five Day celebration

Audience demographics

NH5D has broad appeal -- each year, the holiday is celebrated by kindergarten classes, senior citizen's homes, corporate groups and college hipsters. On Facebook, our audience is 57% female and a plurality (19%) are 25-34 years old.



To sponsor an hour (or more) of National High Five Day contact Executive Director Greg Edge at: greg@nationalhighfiveproject.org

“Did you know high-fives can save lives?”