



Founded in 2004, the Young Center for Immigrant Children's Rights is the only nonprofit organization that provides independent Child Advocates to immigrant children in detention to make sure they find a safe place to land. To date, Young Center staff and volunteers have advocated for thousands of children facing deportation.

- 13,000+ Facebook followers
- 6,400+ Twitter followers
- 12,100+ Instagram followers
- 3,500+ LinkedIn followers
- 9,000 Unique monthly website visitors
- Email database of more than 34,000
- 1,000+ Child Advocate volunteers
- 100+ Young Center Ambassadors to signal boost on social media



BE A WAYMAKER

SEPTEMBER 15 -  
OCTOBER 1, 2023

We are excited for the 3rd annual virtual **Waymaker Run/Walk/Roll Race** for immigrant children's rights! The Waymaker Race will support the Young Center's mission of championing the rights and best interests of unaccompanied and separated children, making sure that wherever they land, they are safe.

#### **Why Sponsor?**

Partner with the Young Center to achieve your social responsibility goals. Companies that support the Young Center align their brand with a social justice organization rooted in values of diversity, equity, inclusion, and justice - building trust and loyalty with your existing and new customers that can drive business to new heights. In supporting the Young Center's mission to help unaccompanied immigrant children find safety and advocate for just immigration policies, you are visibly investing in making our country a welcoming and safe place for all.

**Story of the Waymaker:** Years ago, the Young Center had the honor of serving a girl from West Africa. When she was successfully released from custody, settled in, and enrolled in high school, she sent a letter to her Child Advocate, thanking her for being her Waymaker. We love that word. Today, as children continue to be separated from their families at the border and children who arrive on their own are at risk of being deported to danger, we need more Waymakers than ever.

# SPONSORSHIP OPPORTUNITIES

Please join us as a sponsor of the 3rd annual **Waymaker Run/Walk/Roll Race** this fall to advocate for immigrant children's rights! All sponsors will gain exposure across eight Young Center locations where staff and local supporters will join together for race days throughout the race period: New York, Los Angeles, Chicago, Washington, D.C., Phoenix, Houston, San Antonio, and Harlingen, TX. Thank you for making a difference.

## \$20,000+ Lead Challenge Sponsor

Exclusive to one partner, the Lead Challenge Sponsor will provide incentive for all nationwide Waymaker Race participants and your company-wide employees to stretch their race goals – to race farther, to engage more racers in their community, to raise more dollars – all with your brand at the center. Pledge a lead gift of \$20,000+ and challenge your employees and our race participants to meet it. Visit [last year's Challenge Sponsor](#) page to consider how we may structure this program.

- Company branded race webpage (integrated with Strava™) to track challenge goal for all participants and build on-line social Waymaker Race community
- Unlimited employee race registrations + Forty (40) race t-shirts
- Lead billing of logo on t-shirt
- Lead billing of logo with link on race website
- Dedicated E-blast of Challenge Announcement and lead billing of logo on all event e-blasts
- Three (3) dedicated social media posts to market Challenge
- Two (2) social media mentions recognizing event sponsors

## \$ 10,000 Platinum Sponsor

- Twenty (20) race registrations + Twenty (20) race t-shirts
- Top billing of logo on t-shirt
- Top billing of logo with link on race website
- Top billing of logo on e-blasts
- One dedicated social media post and recognition as event sponsor
- Two (2) social media mentions

## \$5,000 Gold Sponsor

- Ten (10) race registrations + Ten (10) race t-shirts
- Secondary billing of logo on t-shirt
- Secondary billing of logo with link on race website
- Secondary billing of logo on e-blasts
- Two (2) social media mentions

## \$2,500 Silver Sponsor

- Seven (7) race registrations + Seven (7) race t-shirts
- Tertiary billing of logo on t-shirt
- Tertiary billing of logo with link on race website
- Tertiary billing of logo on e-blasts

## \$1,000 Bronze Sponsor

- Five race (5) registrations + Five (5) race t-shirts
- Name listing on t-shirt
- Name listing on race website
- Name listing on e-blasts

For more information or to reserve a sponsorship package, please contact Birdie Soti, Philanthropy Director at [bsoti@theyoungcenter.org](mailto:bsoti@theyoungcenter.org). Have something else in mind? We are happy to build a custom sponsor package for you.

For more information about the Young Center's work, visit [www.youngcenter.org](http://www.youngcenter.org).