James W. Foley envisioned a world that respects the dignity and life of each person, regardless of socioeconomic status, cultural background or nationality. His life demonstrated an uncompromising commitment to the freedom of the press and the dignity of each person.

Now in its fifth year, The Foley Freedom Run is a traditional 5K Run/Walk held in Rochester, NH, and in Washington, DC, as well as a “Virtual” Run/Walk, bringing the event to a national and worldwide audience.

Tech T-shirts, simple registration, individual fundraising capability, professional chip timing (NH ONLY), and a post-race celebration all make for a memorable experience usually typical only of premier races.

This October, thousands of runners globally will turn out to Run for Jim. Runners from all over the world will participate in this one of a kind race to support the James W. Foley Legacy Foundation in remembrance of Jim, a native of New Hampshire, and all Americans who have made the ultimate sacrifice to protect our freedoms.

By becoming a Sponsor, you support the James W. Foley Legacy Foundation as we continue Jim's legacy of "Inspiring Moral Courage, One Person at a Time" and directly impact our mission: to advocate for the freedom of all Americans held hostage abroad and promote the safety of journalists worldwide.

We are grateful to those who continue to help our foundation in achieving our vision that all American hostages will return home and conflict journalists who bring truth to light, like Jim, will be protected.
**JWFLF American Hostage Advocacy:**

- **Established Hostage US in 2015:** With the help of The Ford Foundation, JWFLF funded the establishment of Hostage US, a non-profit, to support American families with a loved one in captivity as well as returning American hostages.

- **Participated in 2015 American Hostage Review:** This review resulted in Presidential Policy Directive 30 which created an inter-agency US Hostage Recovery Fusion Cell, Presidential Envoy for Hostage Affairs and White House Hostage Response Group to bring American hostages home.

- **US Hostage Policy Research:** JWFLF collaborated with Hostage US and the New America Foundation to research our current US hostage policy to ensure it protects Americans traveling abroad, resulting in New America’s 2017 “To Ransom or not to Ransom” initial hostage policy research report.

- **Hostage Family Advocacy:** JWFLF engages with current hostage families requesting public or private advocacy for the return of their family member and aims to establish a Hostage Advocacy Center in Washington, DC, where we’ve recently hired an Executive Director.

**JWFLF promotion of journalists’ safety worldwide:**

- **Helped convene and fund ACOS, A Culture of Safety Alliance in 2016:**
  A historic international coalition of media companies, journalist NGO’s and freelance journalists to protect independent conflict reporters by increasing their access to HEFAT (Hostile Environment and First Aid) training and medical insurance, security expert information and editor safety training.

- **Provided Foley Safety Training Grants:** Given yearly to independent conflict journalists, allowing them to take HEFAT training in collaboration with various partner organizations.

- **James W. Foley Journalist Safety Guide:** A university curriculum created by JWFLF for schools of journalism using the film “Jim: The James Foley Story” to prepare aspiring journalists for risks in the field (available online).

**Coming in June 2019:**

- **Bringing Americans Home:** We will be publishing a report on U.S. policy’s impact on hostage families and former hostages on June 24 in Washington, DC.
SPONSORSHIP OPPORTUNITIES

Title Freedom Sponsor $20,000

*Official Run Sponsor (One opportunity only)
Company Name as Title Sponsor on Race Bib (NH ONLY)
Name/Logo on BACK of Run T-shirt. TOP prominent Display
Screening of "Jim: The James Foley Story" for employees
followed by Q&A with John & Diane Foley
4 Tickets to the 2020 James W. Foley Freedom Awards in
Washington, DC
Company logo displayed at race Start and Finish (NH & DC)
Exhibitor Table at Runners’ Expo (NH & DC)
Marketing collateral/items in run “Goodie Bag” to be given to
over 1,000 runners (NH ONLY)
Company Name, Logo and Hyperlink on Freedom Run website
and JWFLF website
5 Dedicated Social Media Posts
Press Release - Announcement of Sponsorship & photograph
with John & Diane Foley

Freedom Supporter $10,000

Name/Logo on BACK of Run T-shirt. Top display
Screening of "Jim: The James Foley Story" for employees
2 Tickets to the 2020 James W. Foley Freedom Awards in
Washington, DC
Company logo displayed at race Start and Finish (NH & DC)
Exhibitor Table at Runners’ Expo (NH & DC)
Marketing collateral/items in run “Goodie Bag” to be given to
over 1,000 runners (NH ONLY)
Company Name, Logo and Hyperlink on Freedom Run website
and JWFLF website
4 Dedicated Social Media Posts
Press Release - Announcement of Sponsorship

Freedom Advocate $5,000

*Official “Team Photo” Sponsor: Company name displayed
at Team Photo Location. (NH & DC)
Name/Logo on BACK of Run T-shirt. Middle prominent
display
Exhibitor Table at Runners’ Expo (NH & DC)
Marketing collateral/items in run “Goodie Bag” to be given to
over 1,000 runners (NH ONLY)
Company Name, Logo and Hyperlink on Freedom Run website
3 Dedicated Social Media Posts
Press Release - Announcement of Sponsorship

Freedom Protector $2,500

“Mile Marker” Sponsor: Company name displayed. 1 of 3
Mile Marker opportunities (NH ONLY)
Name/Logo on BACK of Run T-shirt. Lower Prominent display
Exhibitor Table at Runners’ Expo (NH & DC)
Marketing collateral/items in run “Goodie Bag” to be given to
over 1,000 runners (NH ONLY)
Company Name and Logo on Freedom Run website
2 Dedicated Social Media Posts
Press Release - Announcement of Sponsorship

Freedom Champion $1,000

Name/Logo on BACK of Run T-shirt. Lower display
Exhibitor Table at Runners’ Expo (NH & DC)
Marketing collateral/items in run “Goodie Bag” to be given to
over 1,000 runners (NH ONLY)
Company Name on Freedom Run website
1 Dedicated Social Media Post

Form a Corporate Team!

Studies show that companies with team building charity
work have better employee morale and retention. Start a
corporate Run/Walk team to bolster your employees’ sense
of purpose in supporting their community!
SPONSORSHIP FORM

Please fill out the following form to confirm your sponsorship. Completed forms can be returned via email or mail to:

Amy Coyne amy.coyne@jamesfoleyfoundation.org
The James W. Foley Legacy Foundation
PO Box 1678
Rochester, NH 03867
603-948-1339

Sponsorship Opportunities:

_____ $20,000 Title Freedom Sponsor
_____ $10,000 Freedom Supporter
_____ $5,000 Freedom Advocate
_____ $2,500 Freedom Protector
_____ $1,000 Freedom Champion

Payment Information:

_____ Please send me an invoice
_____ I have enclosed a check made payable to The James W. Foley Legacy Foundation
_____ I will pay Online
_____ I will call with payment

Contact Information:

__________________________________________
Company name (As you wish to be acknowledged)

__________________________________________
Company Address

__________________________________________
Contact person’s Name

__________________________________________
Contact Phone Number

__________________________________________
Contact Email Address

Thank you for Supporting the 2019 James W. Foley Freedom Run
Once we receive your completed & signed sponsorship form, we will contact you to discuss arrangements, sponsorship benefits and recognition.
Please send your high-resolution color and black and white logos (.EPS or Vector are preferred) to amy.coyne@jamesfoleyfoundation.org.