JAMES W. FOLEY

FREEDOM RUN

2020 CORPORATE SPONSORSHIP
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.

FOR 2020:

The safety and health of our participants, donors and sponsors is of the utmost importance. Due to the Covid-19 Pandemic, the 2020 James W. Foley Freedom Run will be a virtual run only. In-person events will resume in 2021. All 2020 sponsorship deliverables have been updated to reflect these changes.
Established Hostage US, a nonprofit organization supporting American families with a loved one in captivity and returning hostages through a network of medical, psychosocial, financial, and legal professionals (2015)


Became a founding member of the ACOS (A Culture of Safety) Alliance, a historic international coalition of media companies, press freedom NGO’s and freelance journalist organizations to strengthen protections for independent journalists (2016)

Developed the James W. Foley Journalist Safety Guide in partnership with Medill/Northwestern and Reporters Without Borders for graduate journalism schools (2016)

Collaborated in the making of the documentary, “Jim: The James Foley Story”, to raise awareness of hostage taking and the risks freelance journalists take, particularly in conflict zones (2016)

Provided research on hostage-taking trends to support New America’s report “To Pay Ransom or Not to Pay Ransom” (2017)

Published the first non-governmental review of US hostage policy, “Bringing Americans Home” from the perspective of former hostages and their families (2019)

Provided Hostile Environment and First Aid Training (HEFAT) to more than 30 freelancers through various partnerships since our founding

Hired our first Executive Director based in Washington, DC to begin establishment of a Hostage Advocacy Center (2019)

Released the undergraduate version of our safety curricula, The James W. Foley Journalism Safety Modules, in partnership with Marquette University’s Diederich College of Communication and with support from the Scripps Howard Foundation and the Society of Professional Journalists Foundation.” (2020)

Published the second non-governmental review of US hostage policy, “Bringing Americans Home: 2020” from the perspective of former hostages and their families (2020)
## SPONSORSHIP OPPORTUNITIES

### Title Freedom Sponsor  
**$20,000**

*Official Run Sponsor (One opportunity only)*
- Company Name as Title Sponsor
- Large Name/Logo on BACK of Run T-shirt. TOP prominent display
- Name, Logo and Hyperlink on Freedom Run website homepage and in “Sponsor” area in the main navigation
- 5 Dedicated Social Media Posts
- 5 Free registrations to “Moral Courage in Challenging Times” virtual event
- A pre-recorded 2-3 minute video about your work and why you have chosen to sponsor our events for marketing video
- Press Release - Announcement of Sponsorship
- 4 Tickets to the 2021 James W. Foley Freedom Awards in Washington, DC

### Freedom Protector  
**$2,500**

- Small Name/Logo on BACK of Run T-shirt. Lower prominent display
- Name, Logo and Hyperlink on Freedom Run website homepage and in “Sponsor” area in the main navigation
- 2 Dedicated Social Media Posts
- 2 Free registrations to “Moral Courage in Challenging Times” virtual event
- Company name and logo announced in marketing video

### Freedom Champion  
**$1,000**

- Small Name/Logo on BACK of Run T-shirt. Lower display
- Name, Logo and Hyperlink on Freedom Run website homepage and in “Sponsor” area in the main navigation
- 1 Dedicated Social Media Post
- 1 Free registration to “Moral Courage in Challenging Times” virtual event
- Company name announced in marketing video

### Freedom Supporter  
**$10,000**

- Large Name/Logo on BACK of Run T-shirt. Top display
- Company Name, Logo and Hyperlink on Freedom Run website and JWFLF website
- Name, Logo and Hyperlink on Freedom Run website homepage and in “Sponsor” area in the main navigation
- 4 Dedicated Social Media Posts
- 4 Free registrations to “Moral Courage in Challenging Times” virtual event
- A pre-recorded 2-3 minute video about your work and why you have chosen to sponsor our events for marketing video
- Press Release - Announcement of Sponsorship
- 2 Tickets to the 2021 James W. Foley Freedom Awards in Washington, DC

### Freedom Advocate  
**$5,000**

- Medium Name/Logo on BACK of Run T-shirt. Middle prominent display
- Name, Logo and Hyperlink on Freedom Run website homepage and in “Sponsor” area in the main navigation
- 3 Dedicated Social Media Posts
- 3 Free registrations to “Moral Courage in Challenging Times” virtual event
- A pre-recorded 1-minute video about your work and why you have chosen to sponsor our events for marketing video
- Press Release - Announcement of Sponsorship

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**Form a Virtual Corporate Team!**

Studies show that companies with team building charity work have better employee morale and retention. Start a virtual 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

Thank you for Supporting the 2020 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.

Contact Information:

____________________________________________________________________________________
Company name (As you wish to be acknowledged)

____________________________________________________________________________________
Company Address

____________________________________________________________________________________
Contact person’s Name

____________________________________________________________________________________
Contact Phone Number

____________________________________________________________________________________
Contact Email Address

JAMES W. FOLEY LEGACY FOUNDATION