



EVENT INFO
September 16th, 2023 @ 10AM
Lake Lehman High School, Lehman PA
www.heroeshearthstone.com/ruck-rain-or-shine-2023

Second Annual 5K/10K Ruck Rain or Shine

Heroes Hearthstone is excited to announce our second annual **5K/10K RUCK, RAIN OR SHINE!**

This annual event is one of our biggest fundraisers and will be held on September 16th, 2023, at the beautiful Lake-Lehman High School campus in Lehman, PA. Registration starts at 8AM with the Ruck beginning at 10AM. Participants may choose to carry a ruck sack for 5 or 10 Kilometers, with a weight of their choice. We use this event as a vehicle to raise awareness of Post Traumatic Stress Disorder so that we can lessen the stigma surrounding it and begin conversations of healing and growth.

We are an organization that exists solely because of charitable donations, fundraisers, and volunteer support; therefore, we would like to provide an opportunity for you to be a sponsor. Sponsorship will help cover the costs of the event and will also raise funding to support us throughout the year. Our mission is to train Veterans and First Responders in effective warrior-based wellness and self-regulation practices and guide our Nation's Heroes from a life of post-traumatic stress to a path of post-traumatic growth. With your support we can achieve this mission and more!

A Little Bit About Us

Heroes Hearthstone began in 2021 when two of our local veterans and first responders decided that NEPA area veterans, first responders and their families needed a place to gather and grow with their peers through a process called Post Traumatic Growth (PTG). This process encompasses education in Post-Traumatic Stress Disorder (PTSD) awareness, along with training in self-regulation techniques and wellness practices. ***Our goal is to provide a safe, supportive, and positive social environment where all veterans, first responders, and their families can give and receive help, as well as foster a strong sense of community.*** This includes a healthy transitioning process into post-service life where Veterans and First Responders can continue to adapt and thrive, not despite their traumatic experiences, but because of them. We hope that you will consider supporting our efforts to serve our local veteran and first responder community.

See How Your Sponsorship Can Help

MONETARY SPONSORSHIP

- \$125 sponsorship will help provide training to 10 Veterans/First Responders and their families.
- \$250 sponsorship will help provide training to 20 Veterans/First Responders and their families.
- \$500 sponsorship will help provide training to 40 Veterans/First Responders and their families.
- \$1,000 sponsorship will not only provide training and support for 80 of our Nations Heroes but your business will also be the main event sponsor and will be featured prominently in all our advertising and promotions.

SUPPLY SPONSORSHIP

- Sponsor an item of food for the post run food tent. (i.e., water, granola, fruit, etc.)
- Sponsor an item to be included in the participant's swag bags. (i.e., freebies, coupons, etc.)
- Provide volunteers for the day of the event.



EVENT INFO
 September 16th, 2023 @ 10AM
 Lake Lehman High School, Lehman PA
www.heroeshearthstone.com/ruck-rain-or-shine-2023

Heroes Hearthstone 5K/10K Ruck Rain or Shine - Sponsorship Opportunities

Sponsorship donation will benefit Heroes Hearthstone, a 501c3 non-profit organization based in Northeast Pennsylvania	General \$1,000	Sergeant Major \$750	Red \$ 500	White \$250	Blue \$125
Sponsor provided banner displayed at the start/finish line	Yes				
Recognition by MC at opening and award ceremonies	Yes, With Opportunity To Speak	Yes	Yes		
Sponsor provided banners prominently displayed at the event	Three (3)	Two (2)	One (1)		
Logo on Social Media and event related materials	Prominent	Large	Medium	Small	Small
Sponsor provided yard signs with company logo posted along racecourse	Ten (10)	Six (6)	Three (3)	One (1)	
Sponsor supplied advertising/marketing item placed in all racers' swag bags	Yes, 3 promotional items allowed	Yes, 2 promotional items allowed	Yes	Yes	Yes
Email blasts, Thank you postcard (post event), event social media platforms	Logo and Name on all marketing efforts	Logo on all marketing efforts	Logo on postcards, social media & event website pages	Logo on event website & social media event pages	Logo on event website & social media event pages
Logo on our sponsor banner displayed at event	Prominent	Large	Medium	Small	Small
Hyperlink to your website from ours	Yes	Yes	Yes	Yes	Yes
Thank you print included in each registration bag	Prominent logo	Large logo	Medium logo	Small Logo	Small logo
Booth at event	Yes	Yes	Yes	No	No
Free entries to event	7	5	3	2	2
Opportunity for discounted sponsorship Ruck Rain or Shine 2024	Yes	Yes	No	No	No

To become a sponsor for this year's event, please call 570-290-8164 and speak with Rick Blaine or Eric Pimm. You can also reach them via email at the addresses listed below.

Rick Blaine: rick@heroeshearthstone.com | Eric Pimm: eric@heroeshearthstone.com

www.heroeshearthstone.com