



Saturday, September 24, 2011

Sponsorship Opportunities

Benefiting International Crisis Aid's Safe Campaign



Because love has no boundaries



International Crisis Aid P.O. Box 510167 Saint Louis, MO 63151
(314) 487-1400 info@crisisaid.org www.crisisaid.org



About International Crisis Aid

WHO: International Crisis Aid (ICA) is a Saint Louis-based international relief and development organization. ICA received our 501(c)3 in 2002.

MISSION: ICA's mission is to assist in sustaining life, bring encouragement to those suffering and collaborate with other relief organizations in bringing necessary foods, materials and medicines to people in times of crisis, particularly where life and death situations exist.

ACCOUNTABILITY: ICA is a member of the Evangelical Council for Financial Accountability and GuideStar Exchange. In 2010, ICA was awarded 4 stars by Charity Navigator. In Fiscal Year 2009, almost 93% of ICA expenses were dedicated to program services. Visit www.crisisaid.org for more information or to view full audited financials.

PROGRAMS: ICA's four core programs have served children and families in need from 8 countries.



SAFE CAMPAIGN: ICA has been rescuing girls from sex trafficking since December 2006. ICA opened our first Safe Home in Ethiopia in March 2007. Since that time, we have opened 6 more Safe Homes worldwide, rehabilitating over 135 girls.

Once they are rescued and taken to their new home, the girls receive food, shelter, emotional and spiritual counseling, schooling, vocational training, medical care and a spending allowance.

In October 2008, ICA met with representatives from the FBI to discuss sex trafficking and the need for rescue homes in the U.S. for American victims of sex trafficking. At that time, ICA was told there were only 49 beds available in the U.S. for American victims. As a result of these meetings, ICA decided to open Safe Homes in the U.S. for American girls, with the goal being to have the first home open in St. Louis by the end of 2011.

About the 5K Run/Walk for Freedom

This is the 3rd annual *5K Run/Walk for Freedom*. The first 5K brought in over \$20,000 with more than 350 registrants and 100 volunteers; the second 5k brought in over \$16,000 with more than 220 registrants and 80 volunteers.

ICA will apply the proceeds from the 2011 *5K Run/Walk for Freedom* to the Safe Campaign.

The Run/Walk will be on Saturday, September 24, 2011, at Queeny Park in Ballwin, MO, near St. Louis.

Check-in will begin at 8:00am. The Run/Walk will begin at 9:00am.

If you register by June 1, 2011, you will qualify for the early bird special rate of \$25. Regular registration is \$30 (for adults and children). A \$10 procrastinator's fee will be added after Sep. 21st.

Registration will be accepted by mail and on-line at <http://www.crisisaid.org/5k.html>

All individual and team registrants must register individually, including all participants within a team. Individuals can register on their own or as part of a team.

Cash Prizes ranging \$150 to \$50 will be awarded for the top three male and female runners, and the individual who raises the most funds will receive \$100 cash (\$300 minimum required). The first 5 individuals who raise \$500 will receive incredible prizes (TBA).

ICA will provide water and light refreshments to participants. ICA is seeking gift-in-kind donations to offset these 5K expenses.

Partners Thus Far: Leisa Zigman, KSDK Ch. 5 – Emcee; Fleet Feet—Timing and Numbers; Queeny Park – Venue.

How Your Company Can Partner

Your company can partner with the *5K Run/Walk for Freedom* in multiple ways. Consider one or more of the following:

- Register your Company as a Team & encourage employees to participate
- Commit to one of the Sponsorship Opportunities
- Promote the event through your website, newsletters, mailings, etc. to your clients/customers/vendors; For example, include a special insert in your next company mailing highlighting your participation in the event and encouraging individuals to partner with you
- Donate gifts for the winning individual and team
- Donate gift-in-kind items for the event, including: Water, Food, T-shirts, Golf Carts, Participant Bags, Signs, Tent, Décor, Massages, 2-way Radios, Giveaways (gift cards preferably)

Why Your Company Should Partner

Participation in the *5K Run/Walk for Freedom* provides your company an opportunity for:

- Advertising and Promotion before, during and after the event
- Partnership in a grassroots initiative
- Encouraging employee volunteer service
- Launching advocacy for child victims of sex trafficking

Sex Trafficking in the United States:

- There have been an estimated 100,000 to 150,000 sex slaves in the U.S. since 2001.¹
- 300,000 American children are at risk for trafficking into the sex industry.²
- St. Louis woman Pleads Guilty to Federal Sex Trafficking Charge.³
- 1,500 juveniles were arrested for prostitution and commercialized vice in 2008; 76% were female and 13% were under 15 years old.⁴
- Between 14,500 and 17,000 victims are trafficked into the USA each year.⁵

Sex Trafficking Around the World:

- 1.2 million children are being trafficked every year; this is in addition to the millions already held captive by trafficking.⁶
- Every 2 minutes a child is being prepared for sexual exploitation.⁷
- The average age of a trafficked victim is 11-14 years old.⁸
- The total market value of illicit human trafficking is estimated to be in excess of \$32 billion.⁹

1-U.S. Department of Justice. *Report on Activities to Combat Human Trafficking Fiscal Years 2001 – 2005*. 2006. Pg. 9. http://www.usdoj.gov/crt/crim/trafficking_report_2006.pdf

2-U.S. Department of Justice Child Exploitation and Obscenity Section. (Nov 2009). Web: <http://www.justice.gov/criminal/ceos/trafficking.html>

3-USDOJ Press Release. (13 April 2008).

4-Missouri Uniform Crime Reporting Program. (2008). Web: <http://notes.mshp.dps.mo.gov/cgi-bin/ibi/cgi/ibiweb.exe>

5-U. S. Department of State, Victims of Trafficking and Violence Protection Act 2000: Trafficking in Persons Report, July 2004.

6-UNICEF. (30 Sept. 2009). Web: http://www.unicef.org/protection/index_exploitation.html

7-UNICEF. (30 Sept. 2009). Web: http://www.unicef.org/protection/index_exploitation.html

8-Federal Bureau of Investigation. Congressional Testimony by Chris Swecker, Criminal Investigative Division. (7 June 2005). Web: <http://www.fbi.gov/congress/congress05/swecker060705.htm>

9-United Nations. Press Release Note No. 6152. (2 June 2008). Web: <http://www.un.org/News/Press/docs/2008/note6152.doc.htm>

2011 Sponsorship Opportunities

\$10,000 Presenting Sponsor

- Recognition as a Presenting Sponsor with Corporate Logo on all event marketing, recruitment and promotional materials—including print & digital media promotion.
- Special placement on poster board promotions in store & gym promos.
- Name and logo recognition in promotional media.
- Special recognition in ICA Newsletter with logo—print & digital media.
- Top logo placement on event day T-shirts and banners.
- Logo on ICA website homepage with hyperlink until October 2011.
- Logo recognition as an ICA Freedom Network Partner on website with hyperlink.
- 2 Corporate banners displayed on event day.
- Podium recognition on event day.
- Trophy presentation on event day.

\$5,000 Gold Sponsor

- Recognition as a Gold Sponsor with Corporate Logo on all event marketing, recruitment and promotional materials—including print & digital media promotion.
- Special placement on poster board promotions in store & gym promos.
- Name and logo recognition in promotional media.
- Special recognition in ICA Newsletter with logo—print & digital media.
- Logo on event day T-shirts and banners.
- Logo recognition as an ICA Freedom Network Partner on website with hyperlink.
- Corporate banner displayed on event day.
- Podium recognition on event day.

\$1,500 Silver Sponsor

- Recognition as a Silver Sponsor with Corporate Logo on event marketing, recruitment and promotional materials—including print & digital media promotion.
- Special recognition in ICA Newsletter with logo—print & digital media.
- Logo on event day T-shirts and banners.
- Logo recognition as an ICA Freedom Network Partner on website with hyperlink.

\$500 Bronze Sponsor

- Recognition as a Bronze Sponsor with Corporate Logo on event marketing, recruitment and promotional materials—including print & web promotion.
- Special recognition in ICA Newsletter with logo—print & digital media.
- Logo on event day T-shirts and banners.
- Logo recognition as an ICA Freedom Network Partner on website with hyperlink.

\$300 Mile Marker Sponsor (Available for first 3 sponsors to return Sponsor Form)

- Special signage with logo along the run route signifying you are the sponsor for that mile.
- Special recognition in ICA Newsletter with logo—print & digital media.
- Logo recognition as an ICA Freedom Network Partner on website with hyperlink.

\$250 Freedom Network Partner

- Special recognition in ICA Newsletter with logo—print & digital media.
- Logo recognition as an ICA Freedom Network Partner on website with hyperlink.

Note: All sponsorship promotions are subject to print deadlines.

Depending on the number of participants, special 5K T-shirts may not be printed & instead ICA will provide our Safe Campaign shirts.



CORPORATE SPONSORSHIP

First Name: _____ Last Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

T-shirt Size (regular t-shirt sizes, youth sizes are available): _____

Team Name (if applicable): _____

Team Leader: _____

Leader Phone: _____ Leader E-mail: _____

Please all that apply:

- Register as a Team & encourage company employees to participate
- Donating on Behalf Of: _____
- Commit to one of the Sponsorship Opportunities:
 - \$10,000 Presenting Sponsor
 - \$5,000 Gold Sponsor
 - \$1,500 Silver Sponsor
 - \$500 Bronze Sponsor
 - \$300 Mile Marker Sponsor
 - \$250 Freedom Network Partner
- Give an additional donation
- Promote the event through company website, newsletters, mailings, etc.
- Donate gifts for the winning individual and team
- Donate gift-in-kind items for the event
- I would *not* like to receive information from ICA via e-mail
- I would *not* like to receive information from ICA via mail

Due May 24

TOTAL GIFT: \$ _____

Registration & Donation Billing:

Or Mail Checks with Form to: ICA 5K Run, P.O. Box 510167, St. Louis, MO 63151

Name on Card: _____

Card Type: _____

Card Number: _____ Security Code: _____



Billing Address: _____ Exp: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Comments or Questions: _____

Waiver: Accept

By checking accept, the participant(s) and/or the company they are participating within the 5K Run for Freedom hereby agrees to indemnify and hold St. Louis County Government and International Crisis Aid (ICA) and its officers, directors and employees harmless from any and all claims, damages, costs, attorney fees, etc., associated with or arising out of Participant's participation with or for St. Louis County Government, ICA or ICA events, brought against St. Louis County Government, ICA or any person or entity holding an interest hereunder as a result of any action taken pursuant to this Agreement.

FOR OFFICE USE:

Rcvd: _____

Date: _____

INDIVIDUAL REGISTRATION

First Name: _____ Last Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

T-shirt Size (regular t-shirt sizes, youth sizes are available): _____

Team Name (if applicable): _____

Team Leader: _____

Leader Phone: _____ Leader E-mail: _____

Please ✓ all that apply:

- Register as an individual (**\$25 up to June 1, \$30 up to Sept 21, \$40 after Sept 21**) \$ _____
- Register as a Team \$ _____
- Donating on Behalf Of: _____ \$ _____
- Give an additional donation \$ _____
- I would *not* like to receive information from ICA via e-mail
- I would *not* like to receive information from ICA via mail

TOTAL GIFT: \$ _____

Registration & Donation Billing:

Mail Checks with Registration Form to: ICA 5K Run, P.O. Box 510167, St. Louis, MO 63151

Name on Card: _____

Card Type: _____



Card Number: _____ Security Code: _____ Exp. Date: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Comments or Questions: _____

Waiver: Accept

By checking accept, the participant(s) and/or the company they are participating within the 5K Run for Freedom hereby agrees to indemnify and hold St. Louis County Government and International Crisis Aid (ICA) and its officers, directors and employees harmless from any and all claims, damages, costs, attorney fees, etc., associated with or arising out of Participant's participation with or for St. Louis County Government, ICA or ICA events, brought against St. Louis County Government, ICA or any person or entity holding an interest hereunder as a result of any action taken pursuant to this Agreement.

FOR OFFICE USE:

Rcvd: _____

Date: _____