

Human Rights Initiative of North Texas

SPONSORSHIP PACKAGE

2019



ROCK YOUR
HEART
HEART OUT

5K



2801 Swiss Avenue Dallas, TX 75204 | 214-855-0520 | www.hrionline.org

Human Rights Initiative of North Texas (HRI) has served vulnerable immigrants for the past 20 years. Now, more than ever, in this era of anti-immigrant policies that severely restrict the rights of the most vulnerable immigrant populations, HRI is constantly fighting for our client community. HRI clients include asylum-seekers, victims of violent crime, domestic violence and sexual assault, and most recently, unaccompanied immigrant minors. But more than that, our clients are doctors, nurses, lawyers, and human-rights workers. They are mothers and fathers, sisters and brothers, and an important part of our community and country.

HRI invites your business to become a 2019 HRI Event Sponsor. To consolidate our yearly asks, we are offering our 2019 sponsors an opportunity to make an annual contribution that will support our two principle fundraising events throughout the year.

April 27, 2019: 5K Run for Human Rights

HRI's annual 5K run/walk will bring together over two hundred race participants and festival attendees. All revenue generated by the HRI 5K Run for Rights benefits HRI clients who are vulnerable immigrants fleeing human rights abuses.

October 19, 2019: Rock Your HeART Out Concert & Art Auction

The Rock Your HeART Out Concert & Art Auction combines art, music and human rights under one roof. Local Dallas artist and musicians share their talent with approximately two hundred event attendees raising awareness for the plight of immigrants and asylum seekers in the U.S. Money raised from t-shirt, ticket, and auction sales benefit HRI.

All 2019 Event Sponsorships received before April 1, 2019 will receive sponsor benefits for both principle HRI events during the 2019 calendar year. If we hear from you after April 1, we are happy to roll your benefits over to RYHO2019 and 5K2020. To become a HRI 2019 Event Sponsor, please complete the form at the end of this package and send it to HRI's Marketing & Special Events Coordinator Maryam Baig at MBaig@hrionline.org or via fax 214-855-0793, or if you have questions or feedback, do not hesitate to contact her at 214-273-4336.

Sincerely,
Bill Holston
Executive Director
HRI

2019 Event Sponsorship Levels

Presenting Sponsor

\$20,000

- Headline placement on all advertising and marketing collateral
- Significant recognition by MC
- Most frequent logo appearance on event day slideshow
- Custom “Presented by [Your Name Here] signage in high traffic area
- Logo and 100 word statement included on website
- Five (5) social media promotions
- Twenty (20) complimentary event tickets
- 1/2 page advertisement in event program
- Ten (10) emails to HRI’s network with prominent logo placement

Diamond Sponsor

\$15,000

- Name and logo on all advertising and marketing collateral
- Recognition by MC
- Frequent logo appearance on event day slideshow
- Logo at the top of event sponsors sign in lobby
- Logo and 75 word statement included on website
- Three (3) social media promotions
- Fifteen (15) complimentary event tickets
- 1/3 page advertisement in event program
- Five (5) emails to HRI’s network with prominent logo placement

Platinum Sponsor

\$10,000

- Name and logo on all advertising and marketing collateral
- Logo appearance on event day slideshow
- Logo placed on event sponsors sign in lobby
- Logo and 50 word statement included on website
- One (1) social media promotion
- Twelve (12) complimentary event tickets
- 1/4 page advertisement in event program
- Three (3) emails to HRI network with logo and organization description

Gold Sponsor

\$7,500

- Name and logo on all advertising and marketing collateral
- Logo appearance on event day slideshow
- Logo placed on event sponsors sign in lobby
- Logo and 25 word statement included on website
- One (1) social media promotion
- Ten (10) complimentary event tickets

2019 Event Sponsorship Levels

Silver Sponsor

\$5,000

- Name and logo on all advertising and marketing collateral
- Logo appearance on event day slideshow
- Logo placed on event sponsors signs
- Logo and 25 word statement included on website
- Five (5) complimentary event tickets

Bronze Sponsor

\$2,000

- Name and logo on all advertising marketing collateral
- Logo appearance on event day slideshow
- Logo included on website
- Three (3) complimentary event tickets

Bar Sponsor/Valet Sponsor

In Kind

- Name and logo on all advertising and marketing collateral
- Recognition by MC
- Frequent logo appearance on event day slideshow
- Custom signage at bar/valet location
- Logo and 100 word statement included on website
- Three (3) social media promotions
- 1/2 page advertisement in event program
- Five (5) emails to HRI's network with prominent logo placement
- Ten (10) complimentary event tickets

Other

Varying

- Logo included on website
- Opportunity to place swag in race day swag bags
- Two (2) emails to HRI network with logo and organization description

2019 Event Sponsorship Agreement

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I would like to become a 2019 HRI Event Sponsor

Sponsor Name

Address

City

State

Zip

Contact Person Name

Contact Phone

Contact Email

- Presenting Sponsor - \$20,000
- Diamond Sponsor - \$15,000
- Platinum Sponsor - \$10,000
- Gold Sponsor - \$7,500
- Silver Sponsor - \$5,000
- Bronze Sponsor - \$2,000
- Bar/Vale Sponsor
- Other: _____

By signing below, I agree to the fulfillment of the selected roles and services listed above to the Human Rights Initiative Inc. benefiting HRI 2019 Spring and Fall Fundraising Events. I, hereby, agree to allow Human Rights Initiative, Inc. To use our media outlet's name and logo for HRI 2019 Spring and Fall Fundraising events. I agree to not use any Human Rights Initiative logos or likeness in any self-produced marketing materials without the prior consent of Human Rights Initiative, Inc. As a 2019 Fundraising Events Sponsor, I understand that I will receive the applicable benefits as outlined above. I further understand that these benefits will not be valid until this agreement has been signed and accepted by Human Rights Initiative, Inc. As a Sponsor, I agree to provide all digital artwork for all promotional advertising. Only sponsorships received before April 1, 2019 will receive sponsor benefits for the Spring 2019 fundraiser.

Sponsor Signature

Date

Please return this agreement at your earliest convenience. Checks should be made payable to Human Rights Initiative of North Texas, Inc. with "2019 HRI Sponsor" in the subject line.