



White House to White House Relay Sponsorship Opportunities

EVENT: 200 Mile, 30+ hour, 12 person relay from Washington DC to Virginia Beach

DATE: November 7-8, 2020

GOAL: Raise awareness for the crisis of Hunger and Homelessness in our nation and \$18,000 to sustain LIFT Fitness Foundation's mission in Hampton Roads for 2020 and beyond.

MISSION: LIFT creates a foundation of wellness to uplift individuals in need; giving them hope, encouragement and a sense of belonging as they prepare to take steps forward in their lives. LIFT serves homeless individuals, people in substance abuse recovery, veterans and children in our most vulnerable communities.

RESULTS: LIFT Athletes experience improved physical metrics as well as increased knowledge and self-esteem. Spending time with people in need and providing quality instruction by trained wellness professionals, LIFT helps to restore dignity to people, allowing them to move forward toward housing, employment, restored relations with family, and other growth areas.

LIFT has grown every year since inception, serving 160 individuals in 2019 and working with 40 individuals directly in early 2020 and conducting one virtual program this summer. Partners like JCOC, The Salvation Army Adult Rehabilitation Center, Union Mission, VB Home Now and the Boys and Girls Club continue to have demand for LIFT programming to enhance the success of their clients.

HOW WE DO IT: LIFT implements a 60-day program of exercise, nutrition education and motivational discussions geared toward improving bodies and minds while building relationships with our participants, who are LIFT 'Athletes'. LIFT incorporates goal setting and job readiness to help individuals on their journey.

YOUR INVESTMENT:

- Ensures LIFT can meet the demand for this life-changing program in our community
- Supports curriculum development from certified wellness professionals for greatest impact
- Supplies LIFT Athletes with safe and comfortable athletic clothing, sneakers and fitness supplies



"It (LIFT) isn't just about muscle growth it's about growing into a stronger, better human being."

- Michael L. LIFT Graduate



LIFT FITNESS FOUNDATION 2020 WH2WH RELAY SPONSOR LEVELS	TITLE \$5000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$500	BRONZE \$250
Company name presented with event logo. Premier exposure at return event with representative offering remarks.	★				
Nutrition Education Lunch & Learn for company employees	★	★			
Premier positioning on all printed and digital materials.	★	★	★		
One of 12 runners sponsored by your company (you may provide a runner if desired), wearing company hat/shirt during one segment; live and recorded coverage.	★	★	★		
Provide Company information in relay team and volunteer swag bag	★	★	★	★	
Company logo on all event print materials	★	★	★	★	
Company logo on RV banner(s) – exposure from VB to Washington DC	★	★	★	★	
Sponsor reference on website to include company logo, 250-word character description and link. Recognition on LIFT social media outlets.	★	★	★	★	★
Selected Sponsor Level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sign below, scan and email, along with a high-resolution logo to jamie@liffitnessfoundation.com **by October 19**. For more information contact Jamie Rhoades: 757-285-6503

Company: _____

Address: _____

Contact name: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Checks may be made payable to **LIFT Fitness Foundation** and sent to:
LIFT, 2861 Lynnhaven Drive, Suite 110, Virginia Beach, VA 23451