



BE A WAYMAKER | SEPTEMBER 16-30, 2022



Founded in 2004, the Young Center for Immigrant Children's Rights is the only nonprofit organization that provides independent Child Advocates to immigrant children in detention to make sure they find a safe place to land. To date, Young Center staff and volunteers have advocated for thousands of children facing deportation.

- 13,000+ Facebook followers
- 6,400+ Twitter followers
- 12,100+ Instagram followers
- 3,500+ LinkedIn followers
- 9,000 Unique monthly website visitors
- Email database of more than 34,000
- 1,000+ Child Advocate volunteers
- 100+ Young Center Ambassadors to signal boost on social media

We are excited for the 2nd annual virtual Run/Walk/Roll for immigrant children's rights! The Waymaker Race will support our mission of championing the rights and best interests of unaccompanied and separated children, making sure that wherever they land, they are safe. The children served by the Young Center are fleeing abuse, violence, and persecution. They arrive at our border and are swept up into an immigration system where children, including toddlers, are treated as adults. That's where we come in. Young Center's attorneys and social workers, along with bilingual volunteers, are appointed as Child Advocates and make sure that officials see immigrant children as children. They need allies to make sure their voices are heard. Your support makes that possible.

Sponsoring the Waymaker Race is an ideal opportunity for companies to gain visibility and access to thousands of individuals, from participants in the race to our followers on social media. Sponsor companies will receive positive exposure as our supporters promote the event to their friends and colleagues. Your company's name and logo will appear on a variety of promotional and media materials, depending on your level of sponsorship.

SPONSORSHIP OPPORTUNITIES

Please join us as a sponsor of the 2nd annual Run/Walk/Roll race this fall to advocate for immigrant children's rights! As a sponsor of this event, you will help raise essential funds to support immigrant children facing deportation. We depend on businesses like you to help champion the best interests of children who arrive in the United States on their own, from all corners of the world. Sponsors will gain exposure in eight cities where the Young Center has offices and our staff and supporters will be participating in the race from: Chicago, Harlingen, Houston, Washington, D.C., New York, San Antonio, Phoenix, and LA. Thank you for making a difference.

\$ 10,000 Platinum Sponsor

- Exposure in eight Young Center locations
- Twenty (20) race registrations + Twenty (20) race t-shirts
- Top billing of logo on t-shirt
- Top billing of logo with link on race website
- Top billing of logo on e-blasts
- One dedicated social media post and recognition as event sponsor
- Three social media mentions

\$5,000 Gold Sponsor

- Exposure in eight Young Center locations
- Ten (10) race registrations + Ten (10) race t-shirts
- Secondary billing of logo on t-shirt
- Secondary billing of logo with link on race website
- Secondary billing of logo on e-blasts
- Three social media mentions

\$2,500 Silver Sponsor

- Exposure in eight Young Center locations
- Seven (7) race registrations + Seven (7) race t-shirts
- Tertiary billing of logo on t-shirt
- Tertiary billing of logo with link on race website
- Tertiary billing of logo on e-blasts

\$1,000 Bronze Sponsor

- Exposure in eight Young Center locations
- Five race (5) registrations + Five (5) race t-shirts
- Name listing on t-shirt
- Name listing on race website
- Name listing on e-blasts

CUSTOMIZED SPONSORSHIP PACKAGES

We have outlined the various sponsorship packages. For more information or to reserve a sponsorship package, please contact Birdie Soti, Philanthropy Director at bsoti@theyoungcenter.org. Have something else in mind? We are happy to build a custom sponsor package for you.

The Young Center is a nonpartisan 501(c)(3) nonprofit organization. Our EIN is 26-1839249. For more information about the Young Center's work, visit www.youngcenter.org.