

**DON'T
QUIT 13.1**

Get Involved!

**Sponsorship,
Corporate Teams, Groups,
In-Kind & Donations**

About Don't Quit 13.1

The Event

We're hitting the streets on March 10, 2018 with the Don't Quit Half Marathon. The event will offer a half marathon distance (13.1 miles) and 5K (3.1 miles) run/walk.

This inaugural event will take place in Dallas and we're working on a unique venue and location that will offer participants and supporters an atmosphere of fun, fitness and support.

Quick Facts –

- Event Name: Don't Quit Half Marathon & 5K run/walk
- Date: Saturday, March 10, 2018
- Charity Benefactor: National Alliance on Mental Illness (Dallas Chapter)
- Event Directors:
 - Jennifer Gray
 - Marsha Rodgers
 - Kathy Beazley
 - Sharon Lindberg
- Location: Lakehouse White Rock Bar & Grill, 7510 E. Northwest Highway, Dallas, TX 75214
- Goal: 600 participants, 350 volunteers & \$5,000 raised for NAMI Dallas



Our Charity

ABOUT NAMI DALLAS (National Alliance on Mental Illness, Dallas Chapter)

Why support our mission?

Serving Dallas and the surrounding areas, NAMI Dallas, a 501(c)3, is part of the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans impacted by mental health conditions.

The proceeds from the **2018 Don't Quit Half Marathon** will be used by NAMI Dallas in the following ways:

- To provide support free of charge to people with mental health conditions and to their families
- To educate families and consumers free of charge
- To advocate for nondiscriminatory and equitable policies at the federal, state, and local level and in the private sector
- To advocate for improved opportunities for housing, rehabilitation, and meaningful jobs
- To support research into the causes, systems and treatments of brain disorders
- To support public education programs designed to help eliminate the pervasive stigma surrounding severe mental health conditions.
- To learn more about NAMI Dallas, visit www.NAMIDallas.org or follow the non-profit on Facebook, Twitter and Instagram.



Our Purpose

Don't Quit Half Marathon

Why be involved?

The event is spearheaded by Jennifer Gray, an avid runner, because simply mental health issues have impacted her family, and now raising awareness and stopping the stigma are important to her. Jennifer wants people to know that there are options and resources available. They don't have to lose hope and quit.

According to NAMI, approximately 1 in 5 Americans are affected by mental health conditions each year. That's a friend, a colleague, a family member. Every year over 42,773 Americans commit suicide and for every suicide there are at least 25 attempted suicides making it the 10th leading cause of death in the U.S.

Everyone knows someone who is suffering or has suffered from mental health conditions. Clinical conditions like depression, schizophrenia, and bipolar disorder still carry a significant stigma. Many other disorders are now openly discussed, including PTSD, Postpartum depression and anxiety. Yet, it is still not enough.

This is why Jennifer is spearheading this initiative, "Don't Quit... You Are Not Alone," dedicated to bringing together mind, body and art in a never-before-seen event. It's the first Mental Health Awareness Half Marathon EVER for Dallas/Fort Worth.

It's time to take a stand; to stand up for those suffering alone. Support & join Jennifer and her mission to spread awareness about this important topic, help stop the stigma.

A stylized graffiti logo for the 'DON'T QUIT 13.1' event. The text is rendered in a bold, blue, blocky font with black outlines and a dripping paint effect at the bottom. The words 'DON'T' and 'QUIT' are stacked vertically on the left, and '13.1' is to the right.

Cash Support & Sponsorship

The Levels

Help us build the mural to this inspiring event. Cash support and sponsorship help with the funding to operate the event and allows us to take mental health education to the street and into the community.

Consider becoming one of the featured sponsors:

- Presenting - \$15,000 with three year commitment (1 available)
- Masterpiece - \$10,000 with three year commitment (2 available)
- Mural - \$5,000 (3 available)
- Legal Wall - \$2,500 (3 available)
- Installation - \$1,000 (5 available)
- Tag - \$500 (expo space at event only)

The logo features the words "DON'T QUIT" in a stylized, blocky font with a blue-to-teal gradient and black outlines. Below "QUIT" are three vertical lines. To the right, "13.1" is written in a larger, bold, blue font with a black outline and a slight shadow effect.

Sponsorship Inclusions

LEVEL	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Presenting	Yes					
Exclusivity	Yes	Yes	Yes			
Logo on all Marketing Materials	Yes	Yes	Limited print & digital	Limited print & digital		
Logo on Finisher Medal	Yes					
Logo on Event Banners	Yes	Yes	Yes			
Logo on Bib	Yes	Yes	Yes	Yes		
Logo on Website	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Shirt	Yes	Yes	Yes	Yes	Yes	
Expo Event Space	Yes (20 x 20) Tent & Tables Included	Yes (20 x 20) Tent & Tables Included	Yes (10 x 10) Tent & Tables Included	Yes (10 x 10) Tent & Tables Included	Yes (10 x 10) Space Only	Yes (10 x 10) Space Only
Entries	20	15	10	5	2	50% discount



Corporate Groups

The Crew

Have a corporate team or group that likes to work and play healthy together? We've got a deal for you! Bring your crew out and enjoy a VIP area complete with snacks and drinks.

Have a group that wants to participate and looking for a discount? Check out the group discounts.

- Half Marathon Corporate VIP area - \$3,500 includes 15 entries into the half marathon plus access to the hospitality area with snacks, refreshments and private restrooms
- 5K Corporate VIP area - \$2,500 includes 15 entries into the 5K plus access to the hospitality area with snacks, refreshments and private restrooms
- Group Discounts – when groups are paid in advance and in full for the following sizes:
 - 50+ people - \$5.00 off the 5K and \$15.00 off the half marathon
 - 20-49 people - \$4.00 off the 5K and \$12.00 off the half marathon
 - 10-19 people - \$3.00 off the 5K and \$10.00 off the half marathon



In-Kind

Event Aid

The Don't Quit half marathon welcomes a helping hand with in-kind support. We are seeking in-kind donations from the list below. If you have an idea or offering not included please give us a shout to discuss it!

- Participant bags – promotional in nature, but make them fun and engaging. Quantity estimated at 500 – 750.
- Bottled water for the finish line – quench their thirst! Participants will enjoy your thirst quenching donation when they cross the finish line. Quantity estimated at 1,000-1,500 8 oz bottles.
- Gatorade/Powerade on the course for the half marathon – 13.1 miles requires 6 aid stations on the course and that means a lot of isotonic beverages! Quantity estimated at 1,200 bottles or cases of powder
- Finish line festival snacks & food – nutrition is at the heart of the event. We're looking for restaurants, food trucks, or donations of items that participants can re-fuel with after their run.
- Entertainment – pump them up! We're looking to have exciting and lively entertainment on the course at each mile (and maybe even each half mile) and at the start/finish line. We're looking for dance teams, music, DJ, street teams, cheerleaders and anyone looking to pump up our athletes on the course



Donations

Support The Don't Quit 13.1 & NAMI Dallas

Want to support the NAMI Dallas Chapter and provide a straight donation to the event or the charity? It's easy! Just let us know and you will be listed and featured at the event as one of the events Inspirational Partners.

Inspirational Donation Levels

- Legacy partner - \$5,000 and above (you can choose the name of your donation, such as a foundation, corporation, grant, personal, and family naming)
- Pinnacle partner - \$2,000.00
- Crowning partner - \$1,000.00
- Brick installer \$500.00
- Foundation support - \$250.00



Connect!

Our Team

Have a question? Want to support the event with a custom sponsorship, donation or do you have an idea that we should know about? Connect with us!

- **Jennifer Gray – Sponsorship, Individual Donations & Individual Fundraising**
 - Email: jennifer.nichole.gray@gmail.com
 - Phone: 954-261-2441
- **Marsha Rodgers – NAMI Dallas Executive Director, Sponsorship, & Corporate Donations**
 - Email: mrodgers@namidallas.org
 - Phone: 214-341-7133
- **Kathy Beazley – Public Relations & Communications, In-Kind Donations, & Groups**
 - Email: kbeazley@krbcommunications.com
 - Phone: 214-728-5573
- **Sharon Lindberg – Event Director, In-Kind Donations & Groups**
 - Email: sharonl@oylmarketing.com
 - Phone: 214-339-7867 Ext. 101

