

Get Involved!

**THE DO
NT QUIT
FOUNDATION**

2021 Sponsorship Package

Race Information

We're hitting the streets with the 4th annual Don't Quit Half Marathon & 5K to help stop the stigma associated with mental health conditions.

We are determined to change the conversation on mental health. No matter if you're a sponsor, an elite runner, a competitive runner or a casual runner, you can make a difference by tackling the miles to make sure that those struggling with their mental health won't ever feel alone. [#DontQuit](#)



*DQ 13.1 is going
virtual for 2021!*

Quick Facts –

- Date: Saturday, October 30, 2021
- 2021 Beneficiaries: NAMI North Texas & 22KILL
- Possible pop-up locations to be announced...stay tuned!

Don't Quit Half Marathon & 5K is produced by The Don't Quit Foundation.

About The Don't Quit Foundation

Launched in 2020, The Don't Quit Foundation, a 501(c)(3), is dedicated to giving back to the mental health community. Our goal is to spread awareness by supporting nonprofit organizations that promote mental health and well-being.

Each year, the foundation will pick a mental health beneficiary to help them spread mental health awareness and give the community at-large resources.



Beneficiaries 2021



Mission:

Serving Dallas, Collin, Denton and Rockwall counties, NAMI North Texas, 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. All NAMI North Texas programs are provided to the community free of charge.

Who We Are:

What started as a small group of families gathered around a kitchen table in 1979 has blossomed into the nation's leading voice on mental health. Today, we are an alliance of more than 600 local Affiliates and 48 State Organizations who work in your community to raise awareness and provide support and education that was not previously available to those in need.

To learn more about the nonprofit, visit NAMINorthTexas.org.



Mission:

To create a community that raises awareness and combats suicide by empowering veterans, first responders, and their families through traditional and non-traditional therapies.

History of 22KILL:

In 2012, the Veterans' Administration (VA) released a Suicide Data Report that found an average of 22 veterans die by suicide everyday. The 22KILL initiative started in 2013, at first just as a social media movement to raise awareness, and later became an official 501(c)3 nonprofit organization in July of 2015.

In 2016, as our push-up initiative (later known as the #22pushupchallenge) swept social media, 22KILL began its transformation from awareness to suicide prevention. By the end of that year, the viral campaign, and the fundraising that accompanied it, allowed us to donate over half a million dollars to sponsor other veteran service organizations.

In 2017, 22KILL began to acquire and develop traditional and non-traditional mental wellness programs, and now offers a myriad of services through Stay The Course, Tribal Council, Forge, Wind Therapy, WATCH, and White Star Families.

To learn more about the nonprofit, visit 22KILL.com.



DontQuitHalf.com



Our Purpose

Why be involved race day?

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.

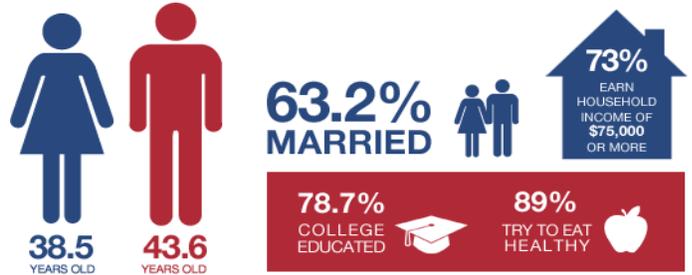


According to NAMI, approximately 1 in 5 Americans are affected by mental health conditions each year. That's a friend, a colleague, a family member. Every year, more than 42,773 Americans die by suicide. For every suicide, there are at least 25 attempted suicides, making it the 10th leading cause of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

It's time to take a stand; to stand up for those suffering alone.

Who Runs With Us?

DEMOGRAPHICS:



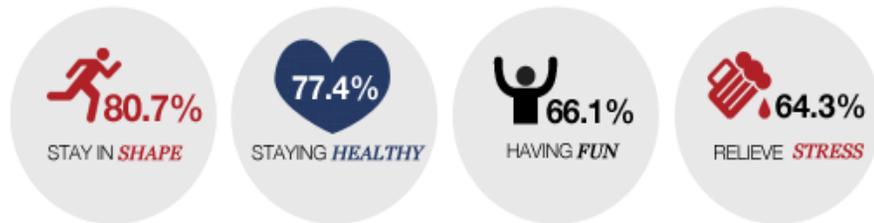
RUNNING HISTORY:

Average number of years running: 9.9
Average number of running events participated in the last year: 7.2 events
When asked how to classify oneself as a runner:



63% Frequent Fitness
22% Competitive
14% Jogger

MOTIVATION



Sponsorship Inclusions

GOLD LEVEL

\$5,000

- 4 dedicated social media shout-outs
- Logo and hyperlink displayed on DontQuitHalf.com
- Logo on race shirt
- 10 race entries
- 50% off additional race entries
- 728x90 rotating banner ad on DontQuitHalf.com

SILVER LEVEL

\$2,500

- 2 dedicated social media shout-outs
- Logo and hyperlink displayed on DontQuitHalf.com
- Logo on race shirt
- 5 race entries
- 40% off additional race entries
- 300x250 rotating banner ad on DontQuitHalf.com

BRONZE LEVEL

\$1,000

- 1 dedicated social media shout-out
- Logo and hyperlink displayed on DontQuitHalf.com
- Logo on race shirt
- 2 race entries
- 30% off additional race entries

Thank you for supporting The Don't Quit Foundation as we work to change the conversation around mental health.

Connect

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!

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