

#GoGetItLIFE

5K Race Series

2017



BENEFITTING



Est. 2015

STATEN ISLAND October 21, 2017 Silver Lake Park

SPONSOR PACKET

info@GoGetItLIFE.com | GoGetItLIFE.com/RUN | @GoGetItLIFE

Designed by Vecteezy

ABOUT GO GET IT LIFE

Founded by actor/producer/philanthropist Theo Rossi, #GoGetItLIFE is motivated by YOU. The idea behind Go Get It LIFE is to provide the positive motivation you need to live your best life possible. We are an international community of like-minded people who are sharing stories of personal achievement, giving back to others and making the decision to GO GET IT! Read our stories and join the conversation on GoGetItLIFE.com. Find us on all major social media pages under @GoGetItLIFE.

To further our dedication to serving others, we sell a line of signature Go Get It LIFE & StatenStrong apparel on GoGetItLIFE.com. A portion of proceeds are donated to a growing list of charity partners and programs.



A vital part of the #GoGetItLIFE is GIVING BACK. We are devoted to using our talents and resources to give back to those in need, and believe the best thing you can do for yourself today is to help someone else without reason or hidden agenda. A portion of everything sold of our #GoGetItLIFE & StatenStrong apparel is donated to the following programs and charities:

Through our StatenStrong program we have:

- Rebuilt 3 homes to Hurricane Sandy victims.
- Donated more than \$40,000 in emergency assistance.
- Helped build a lawn care program for the elderly, physically disabled and those in financial difficulties.
- Launched an ongoing Target gift card program to supply household items, food, etc.



OUR CHARITY PARTNERS...



Donated \$70,000 to support their facility and administrative costs.



Granted \$20,000 to their Staten Island operations and for rescued animals medical care.



Public ambassador for the International Street Dog Defender program.

Collaborated with Represent.com to create a shirt for sale of which a portion of the proceeds goes to Humane Society International's "Street Dog Defender" Campaign.

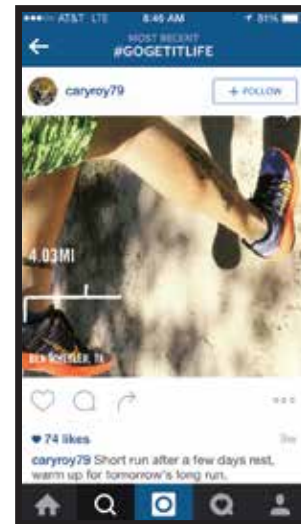
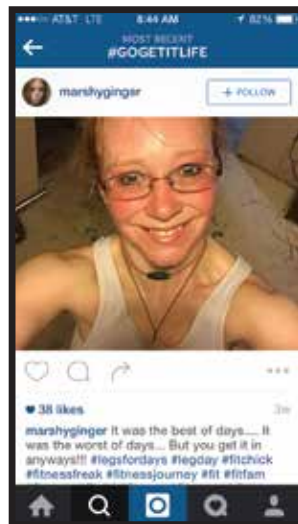


Donated \$50,000 to provide housing grants to military families in need.



ABOUT THE 5K RACE SERIES

The 5K Race Series idea was born all by listening to our readers and viewers. We noticed that most people looking to kickstart their journey to a positive and motivated life would set a tangible goal and that tangible goal was to run a 5K Race. We thought why not help more people kickstart their journey to a better life by hosting our own 5K Race Series?



THE 2016 INAUGURAL GoGetItLIFE RACE SERIES

The Inaugural GoGetItLIFE 5K Race Series kicked off in 2016. The inaugural GGIL 5K, held in May 2016 at Shore Road Park, Brooklyn, NY, provided waterfront views of New York City and the Verrazano Bridge. Completing the year's race series, was our October 2016 5K race held at the beautiful Silver Lake Park, Staten Island, NY. More than 200 runners allowed GGIL to donate \$5,000 to our race series charity partners. These charities included the Kids for Kids Foundation of St. Jude Children's Research Hospital, Silver Lake Park Conservancy and the Shore Road Park Conservancy.

THE 2017 GoGetItLIFE 5K RACE

The 2017 Go Get It LIFE 5K Race will benefit Louie's Legacy and Silver Lake Park Conservancy. We look forward for everyone to enjoy a morning 5K run followed by an on-site dog adoption event, and a bark-tacular dog walk!

SILVER LAKE PARK, STATEN ISLAND - OCTOBER 21, 2017

OUR RACE PARTNERS



WHO THE RACE SERIES BENEFITS

A portion of proceeds from the 5k Race Series will be donated to the following non-profit organizations.



Louie's Legacy Animal Rescue, Inc., non-profit and no kill, located in Staten Island, NY and Cincinnati, OH, aims to alleviate the suffering of abandoned shelter animals by rescuing, rehabilitating and re-homing them within our community. We are proudly foster based, meaning our animals live in homes, not shelters. This differentiates us and allows us to more thoroughly get to know our animals, ensuring they are matched with suitable, screened adoptive homes which meet our high standards. As part of our commitment to the health and well-being of all of our animals and to reduce pet overpopulation in our community, every pet is spayed or neutered prior to adoption. We are committed to ensuring the safety of our animals for their entire lifetimes so that they will never suffer abuse, neglect or abandonment again.

Learn more at www.louieslegacy.org



The mission of the Silver Lake Park Conservancy is to provide support for the beautification of the park, community use, and foster the growth of an art presence.

The Silver Lake Park Conservancy was founded in October of 2015 by Grymes Hill resident Dominick R. DeRubbio. After noticing an excess amount of trash near the lake, Dominick decided to create a partnership with the New York City Parks Department and community residents. Our 2015/2016 goals include bench painting, lamp post painting and a major cleanup event of the lake in the Spring of 2016. We look forward to teaming up with the community over the next few months.

Learn more at www.silverlakepark.com.



SPONSOR PACKAGES

Go Get It Title Sponsor - \$10,000

- Exclusive sponsor level
- Logo or donor name permanently added to event name "XX company presents GGIL 5K Race Series"
- Logo or donor name on stage sign/banner
- Logo or donor name on website (GGIL race page) with direct link to the organization.
- Logo or donor name on registration table
- Logo or donor name on race signs along the trail.
- Logo or donor name on race bibs.
- Logo or donor name on all marketing materials printed or digitally distributed (after sponsor commitment date)
- Press release announcing presenting sponsorship with quote from sponsor
- Press release mention on all subsequent releases
- Verbal mention by emcee at opening announcements/speech.
- 10x20 booth space day of race (no sales permitted)
- Product inclusion in race bags (sponsor must provide/ 500 items recommended)
- Social media mentions. If available, your organization will be tagged back to your social media pages.
- Free race entry for 4 runners.

Exclusive Race Shirt Sponsor - \$7,500

- Exclusive rights to having your company logo on the official #GoGetItLIFE Race Series shirt at all three races, aside from title sponsor.
- Logo or donor name on stage sign/banner
- Logo or donor name on website (GGIL race page) with direct link to the organization.
- Logo or donor name on registration table
- Logo or donor name on all marketing materials printed or digitally distributed after sponsor commitment date
- 10x10 booth space day of race (no sales permitted)
- Product inclusion in race bags (sponsor must provide/ 500 items recommended)
- Social media mentions. If available, your organization will be tagged back to your social media pages.
- Free race entry for 2 runners.

Man's Best Friend Sponsor - \$5,000

- Logo or donor name on stage sign/banner
- Logo or donor name on website (GGIL race page) with direct link to the organization.
- Logo or donor name on registration table
- Logo or donor name on all marketing materials printed or digitally distributed after sponsor commitment date
- Listed in all press releases distributed following sponsor commitment
- 10x10 booth space day of race (no sales permitted)
- product inclusion in race bags (sponsor must provide/ 500 items recommended)
- Social media mentions. If available, your organization will be tagged back to your social media pages.
- Free race entry for 2 runners.



SPONSOR PACKAGES

Rescuer Sponsor - \$2,500

- Logo or donor name on stage sign/banner
- Logo or donor name on website (GGIL race page) with direct link to the organization.
- Logo or donor name on registration table
- Logo or donor name on all marketing materials printed or digitally distributed after sponsor commitment date
- Listed in all press releases distributed following sponsor commitment
- 10x10 booth space day of race (no sales permitted)
- Product inclusion in race bags (sponsor must provide/ 500 items recommended)
- Social media mentions. If available, your organization will be tagged back to your social media pages.
- Free race entry for 1 runner per 2016 race.

Paw Print Sponsor - \$1,000

- Logo or donor name on stage sign/banner
- Logo or donor name on website (GGIL race page) with direct link to the organization.
- Logo or donor name on registration table
- Logo or donor name on all marketing materials printed or digitally distributed after sponsor commitment date
- Mention in all press releases distributed after sponsor commitment date
- 10x10 booth at race (no sales permitted)
- Product inclusion in race bags (sponsor must provide/ 500 items recommended)

Adopt Don't Shop Sponsor - \$500

- Logo or donor name on website (GGIL race page) with direct link to the organization.
- Mention in all press releases distributed after sponsor commitment date
- 10x10 booth at race (no sales permitted)

Bow Wow Sponsor - \$250

- Logo or donor name on website (GGIL race page) with direct link to the organization.
- Free race entry for 1 runner.

I "Wuff" You Sponsor - \$100

- Logo or donor name on website (GGIL race page) with direct link to the organization.

FurTastic In-Kind Sponsor

(Value must be equal to minimum \$500)

- Logo on website (GGIL race page) with direct link to the organization.
- If in-kind gift is valued at more than \$1,000, 10x10 booth space provided on race day (no sales permitted)

To become a sponsor, fill-out the online sponsorship application at:
<http://www.louieslegacy.org/sponsorship5k>

