



ADVOCATE

FIGHT

LOVE

5K



HLH HEROES FOUNDATION



SPONSORSHIP PROPOSAL

HLH HEROES FOUNDATION

2025 Virtual 5k

May 16-23





HLH HEROES FOUNDATION

-NO ONE FIGHTS ALONE-

INTRODUCTION

HLH stands for hemophagocytic lymphohistiocytosis and is a rare disease that typically occurs in young children, but may also occur in adults.

The HLH Heroes Foundation is a 501(c)3 non-profit organization formed in 2021 by a group of HLH caregivers who wanted to honor their warriors by building a community of support.

Mission: The HLH Heroes Foundation is dedicated to providing support to individuals and families impacted by HLH.

Vision: No One Fights Alone!

WWW.HLH-HEROES.ORG



We gladly walk beside our HLH families and individuals and hope to support in anyway we can.





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HLH HEROES FOUNDATION

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ABOUT THE EVENT

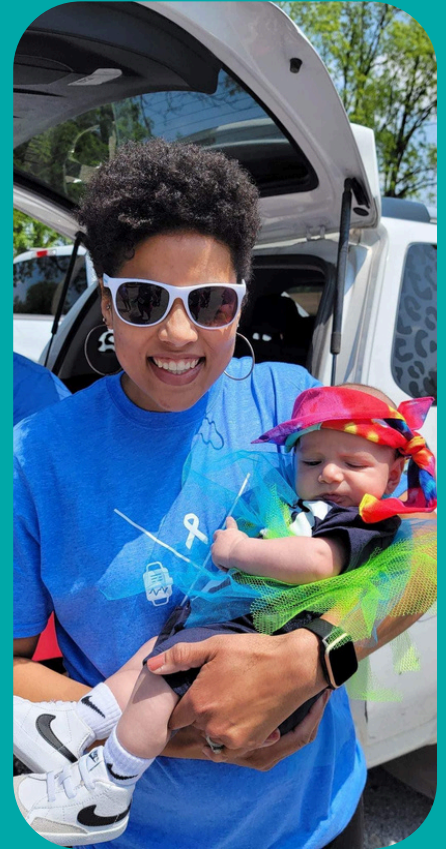


What is our Virtual 5k about?

The race is virtual, which means... you can participate from anywhere!!! Pick your favorite park, trail, neighborhood, beach, mountain, or wherever you like to walk, run, bike, stroll. A 5k is a distance of 3.1 miles. If you're serious about this, you can always use your phone/apps to help you track your distance! If you are not so serious, dress up, enjoy some laughs and run in zig-zag patterns. As a newer foundation, we are counting on the funds raised from the Virtual 5K to help support families and individual who are impacted by a HLH diagnosis. HLH is a rare auto-immune disease and for many individuals and families there are almost no resources available as HLH is not covered by cancer foundations, even though it is treated very similarly. So grab your family and friends and get a team started! All to support friends/families impacted by HLH.

EVENT HIGHLIGHT

During race week we love sharing about the different HLH individuals and families that we have come to know in the last 4 years. Each story is different and yet there is a common theme of families and individuals wanting to find and reach out to families and individuals who have walked similar paths.



VIRTUAL EVENT



While virtual events became popular during COVID this virtual race means so much more to the HLH community. The HLH community is rare, meaning individuals and families impacted are spread out across the country. The ability to gather and celebrate virtually is a way to bring us all together. Many of our families and individuals are still fighting which allows them to participate, without compromising their warriors' immune systems and/or safety.





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EVENT SCHEDULE




MAY
15

STEP ONE

Our kickoff video will be sent out to all participants as well as posted on our social media. This video highlights the importance of the HLH community.




MAY
16-23

STEP TWO

On your mark, get set, go! Families and friends of the HLH community get together and race their way in their local communities.

Location: Anywhere!





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BENEFITS FOR SPONSOR



FIRST BENEFIT- BRAND VISIBILITY

As a sponsor, your company's name and logo will be featured across various promotional materials and digital content related to the 5k to help increase your exposure. Your brand will be seen by individuals who are passionate about supporting rare disease communities, creating a meaningful connection between your company and the cause, providing you all with a targeted reach.

SECOND BENEFIT- POSITIVE BRAND ASSOCIATION

Sponsoring HLH Heroes, a rare disease nonprofit, event shows your company's commitment to social responsibility and giving back to the community, aligning your brand with a good cause. Consumers are more likely to support brands that invest in causes they care about, particularly those focused on health and family well-being, which builds brand trust.

THIRD BENEFIT- CORPORATE SOCIAL RESPONSIBILITY

By supporting HLH advocacy, you strengthen your company's CSR profile and improve your reputation as an organization that cares about both local and global health causes. Contributing to an ongoing cause can help build long-term relationships with our foundation, its supporters, and other sponsors.



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SPONSORSHIP PACKAGE



SUPPORT SQUAD

As apart of our fan squad, you help show your support for our foundation, the HLH, community and the work that we do.

LOGO OR NAME OF WARRIOR ON ALL RACE SHIRTS

\$350



SIDEKICK SPONSOR

As our sidekick sponsor, you are right there to walk this road with us. You're an ally and a supporter and are ready to cheer on the HLH Community.

4 RACE ENTRIES/RACE KITS

LOGO ON SHIRT

\$1000



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HERO SPONSOR

As a hero sponsor you recognize the ups and downs that families and individuals fighting HLH face each and every day. You stand with us to help ease the waters on their journeys and help us fulfill our vision of No One Fights Alone.

6 RACE ENTRIES/RACE KITS

SOCIAL MEDIA PROMOTION

LOGO ON SHIRT

\$2500



SILVER SPONSOR

As a Silver Sponsor of our event, you recognize what a team name means. It is the honor/story of a warrior's unique journey. All these team names help to tell a story and help remind us to keep fighting to help fulfill our vision of: No One Fights Alone!

8 RACE ENTRIES/RACE KITS

SOCIAL MEDIA PROMOTION

LOGO ON SHIRT

ACKNOWLEDGED IN RACE

EMAILS

\$5000



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GOLD SPONSOR

As a Gold Sponsor of our event, you understand how crucial it is to help spread awareness about HLH to help families and individuals receive a quick and accurate diagnosis. Your support will help fulfill our vision of: No One Fights Alone!

15 RACE ENTRIES/RACE KITS

LOGO ON SHIRT

SOCIAL MEDIA PROMOTIONS

OPPORTUNITY TO ADD FLYER
TO RACE-KIT

ACKNOWLEDGED IN RACE
EMAILS

\$15,000



TITLE SPONSOR

As THEE only Title Sponsor of our event, you are making a strong commitment and statement that you are in unison with the HLH Community and HLH Heroes Foundation. Your sponsorship will help spread awareness about HLH and provide support to families and individuals impacted by HLH.

20 RACE ENTRIES/RACE KITS

PROMOTIONS ON EMAIL, WEBSITE, & SOCIAL MEDIA

OPPORTUNITY FOR CUSTOM AD OR VIDEO DURING
RACE WEEK

LOGO ON RACE CERTIFICATE
AND SHIRT

OPPORTUNITY TO ADD "SWAG"
AND FLYER TO RACE KIT

\$20,000



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THANK YOU FOR HELPING TO ENSURE NO ONE FIGHTS ALONE!

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