



COASTAL
RUN/WALK
FOR FOSTER YOUTH

PEPPERDINE UNIVERSITY

Graduate School of Education and Psychology

Exhibitor Package
2016

The Pepperdine University
Graduate School of Education and Psychology (GSEP)
respectfully invites you to help provide for the foster
youth of Los Angeles, CA.

Coastal Run/Walk for Foster Youth
Saturday, January 23rd 2016
8am–1pm | Dockweiler State Beach



Be a Champion for Foster Youth

For more than 75 years, Pepperdine has created a variety of programs that focus on improving future generations by providing children with the support, aid, and resources that lead to a prosperous adulthood.

By supporting the Coastal Run/Walk for Foster Youth, you will partner with us in improving the lives of foster children in Los Angeles County via GSEP's various foster care initiatives by providing:

- ❖ Mentoring and tutoring for foster care children through the Foster Grandparents program at GSEP.
- ❖ Providing therapeutic services for foster care children through our Community Clinics.
- ❖ Offering academic and wellness support to LA County high school foster youth and their families through a college access program.

Facts about Foster Care

California has the largest foster care population of any state in the USA with the number of foster youth tripling in the last 20 years.

The Center for Social Services Research reports that over 40,000 children are currently in foster care system in California with 19,899 of them in the Los Angeles County. Children are placed in foster care for many reasons: neglect (83.1%); physical abuse (8.5%); sexual abuse (2.2%); and other reasons – caretaker inability, emotional abuse, etc. (6.3%).

Not surprisingly, the young people in foster care struggle with family and identity losses and unpredictable events that interrupt normal life plans.

One third of foster children are teenagers in danger of aging out of the system that failed to find them a permanent family. This causes a very uncertain future.

Statistics for foster youth who emancipate (age-out) of the system are heartbreaking:

- **65%** end up homeless upon emancipation
- **64%** males and **32.5%** females become incarcerated
- **51%** experience unemployment
- **40%** of persons living in homeless shelters are former foster children

In addition, **less than 3%** of former foster children hold a bachelor's degree compared to 30% of the general population. Without a college education, these foster youth are more likely to face adulthood with the same struggles and tragedies that they experienced throughout their childhood.

These children have few or no role models who can guide them through school and help them navigate the often complex process of college application and matriculation.



Return on Investment

This event could potentially give your organization a better return on your investment than traditional marketing by directly reaching the affected populations. We know how important brand recognition and differentiation are for your organization, and this event is the perfect opportunity to bring awareness and visibility to the products or services you offer.

The Coastal Run/Walk expecting to draw 1,000 race participants and hundreds of others who will attend the family expo. Your organization will have access to a large population of highly educated, technologically-savvy individuals who lead active lifestyles and are socially and politically conscious.

We expect over 2,000 website visitors and 500 social media visitors during the promotion of this event. We are advertising this event to our alumni network which is comprised of more than 18,000 leaders in education, mental health, nonprofits, and corporate management. In addition, we are reaching out to the larger community to continue to build strong community networks that mutually benefit Pepperdine and our sponsors.

This is a wonderful opportunity to have the public sample a new product or service that you may be offering. If so, you will experience the public's response to your product or service first-hand. You will also be able to distribute marketing materials and other giveaways at the event.

As a sponsor, your company branding/logo will be printed on all race advertising and promotional collateral thereby enhancing your organization's credibility as a company that cares about community. By partnering with us, you and your organization join the many other individuals and organizations that are passionate about making a difference in their community. More importantly, you will be giving the foster youth of Los Angeles, CA hope for a better tomorrow.



Thank you for your support!

The entire team here at the Graduate School of Education and Psychology would like to sincerely thank you for your consideration in partnering with us on this most urgent cause.

May is National Foster Care Month, but it is our belief that we as a community should be doing our part all year long to enhance the lives of children and youth in foster care.

Time is of the essence! Your immediate response to this request would be greatly appreciated. Please say yes and use my contact information listed below to connect with me as soon as possible. We can design your sponsorship to meet your specific needs.

Together we **can** make difference!

Sincerely,

A handwritten signature in black ink that reads "Kerri Heath".

Kerri Heath, Assistant Vice Chancellor
Phone: (310) 258-2880
Cell: (310) 658-4941
Email: Kerri.Heath@pepperdine.edu



Exhibitor & Product Donation Agreement

Coastal Run/Walk at Dockweiler State Beach – Playa del Rey, CA **Saturday January 23, 2016**

Company name: _____

Company address: _____

City: _____ State: _____ Zip: _____ E-mail: _____

Telephone (Day) _____ Cell Phone _____ Fax _____

Company description: _____

Product name: _____

Product description: _____

Display description: _____

How did you hear about the Coastal Run/Walk for Foster Youth? _____

Exhibitor Booth

- \$150** includes: 10x10 space, 1 table & 2 chairs. Please provide your own tablecloth.
- \$250** includes: 10x10 space, 1 table & 2 chairs and pop-up tent. Please provide your own tablecloth.
- \$300** includes: 10x10 space, 1 table & 2 chairs, pop-up tent and electricity. Please provide your own tablecloth.

Payment Options:

Check enclosed. Please make payable to: "Pepperdine University, GSEP"

Credit Card. Charge \$_____ to my Visa MasterCard

Card Number: _____ Exp. Date: _____ CVC/CSV: _____

Name as it appears on card: _____

Mailing Address for card: _____

Signature: _____

Note: Payment must be received prior to arrival at expo venue to guarantee rental.

Terms & Conditions

The exhibitor/distributor agrees:

- ❖ To be personally responsible for all product and equipment brought to event
- ❖ To have booth set up and operating one hour prior to start of race
- ❖ No refunds will be made to exhibitors who fail to occupy space
- ❖ If cooking food, to meet regulations of the Los Angeles County Health Dept. by providing a copy of company's city/county license

Agreed upon on this date: _____

Company Name: _____

Please print your name: _____

Signature: _____

Signature of exhibitor or product distributor

Please return form and payment within 72 hours to:

MAIL	FAX	EMAIL
Vanessa Jahn Pepperdine University/GSEP 6100 Center Drive, 5 th Floor Los Angeles, CA 90045 Phone: (310) 568-2344	Attn: Vanessa Jahn Fax: (310) 568-5755	Vanessa.Jahn@pepperdine.edu

- The event will take place at Dockweiler State Beach, Playa del Rey, CA
- **Race starts at 8:00 AM.** Vendor set-up begins at 7:00 AM and closes at 7:45 AM.
- Expo will last until approximately 1:00 P.M.
- Details regarding set-up, parking, etc. will be sent to you prior to the event.

Thank you for your support of Coastal Run/Walk for Foster Youth!

<http://gsep.pepperdine.edu/coastal>