



COASTAL
RUN/WALK
FOR FOSTER YOUTH

PEPPERDINE UNIVERSITY
Graduate School of Education and Psychology

Corporate Sponsorship 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 2015
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 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.

Your sponsorship allows us to make a difference in the lives of foster youth via GSEP's various foster care initiatives at the Graduate School of Education and Psychology.

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,



Kerri Heath, Assistant Vice Chancellor

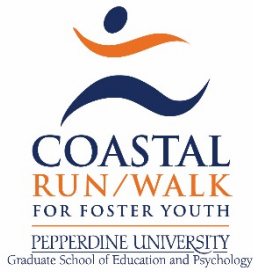
Phone: (310) 258-2880

Cell: (310) 658-4941

Email: Kerri.Heath@pepperdine.edu

Sponsorship Opportunities

Sponsorship Levels	Platinum	Presenting	Gold	Silver	Bronze
Support Level	\$30,000 (\$29,100 tax deductible)	\$15,000 (\$14,400 tax deductible)	\$10,000 (\$9,550 tax deductible)	\$5,000 (\$4,700 tax deductible)	\$2,000 (\$1,850 tax deductible)
Access to all event photos	YES	YES	YES	YES	YES
Logo placement on event website	YES	YES	YES	YES	YES
Booth/Exhibit Space	YES - 2	YES	YES	YES	YES
Complimentary race Registration	YES - 30	YES - 20	YES - 15	YES - 10	YES - 5
Logo on race t-shirt	YES	YES	YES	YES	YES
Logo on all social media streams	YES	YES	YES	YES	YES
Logo on email blasts to 70k+ people	YES	YES	YES	YES	YES
Logo featured on awards stage banner	YES	YES	YES	N/A	N/A
Access to list of participants	YES	YES	N/A	N/A	N/A
Speaking opportunity during welcome and warm up	YES	YES	N/A	N/A	N/A
Inclusion in radio spots and press releases	YES	YES	N/A	N/A	N/A
Exclusive photo session for corporate team	YES	N/A	N/A	N/A	N/A



Corporate Sponsorship

Sponsorship Levels

- \$30,000 **Platinum** Sponsor
- \$15,000 **Presenting** Sponsor
- \$10,000 **Gold** Level Sponsor
- \$ 5,000 **Silver** Level Sponsor
- \$ 2,000 **Bronze** Level Sponsor

Please select payment type:

- Check (Please make checks payable to “Pepperdine University, GSEP”)
- Credit Card: Visa MasterCard American Express

Charge \$ _____ to my: Visa MasterCard American Express

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

Name as it appears on card: _____

Mailing Address for card: _____

Signature: _____

Thank you for your support of Coastal Run/Walk for Foster Youth!
<http://gsep.pepperdine.edu/coastal>

Contact Information:

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