



HIKE

ACROSS AMERICA

2019

Presented by the Rotary Club of Lake Buena Vista

SPONSORSHIP OPPORTUNITIES 2019 "The Unstoppable Tour"

TOUR DATES

New York City 9/11
Newport, RI 9/12
Philadelphia, PA 9/18
Annapolis, MD 9/19
Washington D.C. 9/23-24
Quantico, VA 9/30
Norfolk/Virginia Beach 10/1-3
Blacksburg, VA 10/7
Nashville, TN 10/10
Charlotte, NC 10/14
Fayetteville, NC 10/16
Parris Island, SC 10/17
Charleston, SC 10/18
Savannah, GA 10/21
Jacksonville, FL 10/29-31
Daytona, FL 11/1
Orlando/Disney Area, FL 11/8-11
Dates & locations subject to change

HIKE
Across America
2019
 THE UNSTOPPABLE TOUR
 Presented by
 The Rotary Club of Lake Buena Vista



Overview

On September 11, 2019, motivational speaker TShane Johnson will set out from the Ground Zero area in New York City on a two-month trek down America’s East coast. Planning a Veterans’ Day arrival in Orlando, Florida, he will run and walk up to 20 miles a day carrying a 100-pound backpack as he travels through ten states and visits dozens of cities and historic sites. TShane’s goal is to raise over \$1 million for the Gary Sinise Foundation's Restoring Independence, Supporting Empowerment (R.I.S.E.) program which builds specially adapted smart homes for severely wounded heroes. Along the way, he will speak to and be hosted by local Rotary Clubs arranged for by the presenting organization--the Rotary Club of Lake Buena Vista in Orlando.

As a former member of the military, TShane’s other major objective is to learn veterans’ success stories and share them with others who are less fortunate in order to inspire and motivate them to achieve their own levels of success. He will also visit and speak to active-duty military and veterans' organizations, veteran-owned businesses, and locations such as homeless shelters.

After completing his hike and speaking tour, TShane will attempt to break the Guinness World Record for the fastest marathon carrying a 100-pound pack.

Sponsorship Options

| Type | Social Media Promo | Web and Digital Promo | RV Logo | TShane Outfit Logo | Promo Items | Finish-Line Celebration Pass | Celebration Program Ad |
|--------------------------------------|--------------------|-----------------------|-----------|--------------------|-------------|------------------------------|------------------------|
| Explorer \$15,000 | Yes | Yes | Prominent | Yes | Yes | 20 | Inside cover |
| Adventurer \$10,000 | Yes | Yes | Large | Yes | Yes | 10 | Full page |
| Pathfinder \$5,000 | Yes | Yes | Medium | Optional | No | 5 | Half page |
| Guide \$1,000 | Yes | Yes | Small | Optional | No | 3 | Quarter Page |



Sponsorship Details

SOCIAL MEDIA

Each sponsor will be promoted from the time of their initial commitment until the conclusion of the event on Hike Across America's social media sites including Facebook, Twitter, and Instagram. Posts will be linked directly to their business website.

WEBSITE AND DIGITAL PROMOTION

Sponsors will be promoted on the Hike Across America website, the Rotary Club of Lake Buena Vista website, on other participating Rotary club web sites, in *Gears and Ears*, the monthly e-magazine of the Rotary Club of Lake Buena Vista, and in various media coverage.

RV LOGO

Each sponsor will have their logo displayed as part of the wrap and/or decals on the RV follow vehicle in the size indicated.

TSHANE OUTFIT LOGO

Each Explorer and Adventurer sponsor will have their logo displayed on one of various items of TShane's outfit such as hat, shirt, pants, and backpack. Logos are expected to be visible during local and national media coverage.

Note: Any sponsor may arrange to be the featured organization or individual for an entire day at an additional cost.

PROMOTIONAL ITEMS

The Explorer and Adventurer sponsors will each receive one-hundred promotional Hike Across America commemorative coins. Pathfinder and Guide sponsors may purchase commemorative coins to use as awards or promotional items.

FINISH-LINE CELEBRATION

Sponsors at various levels will receive the number of passes indicated in the Sponsorship Options to the Hike Across America Finish-Line Celebration. They will also be promoted in the celebration program, as shown in the Sponsorship Options. The Celebration will be held in Orlando, Florida at an event site in Walt Disney World and feature Disney characters. Ceremonial presentations of donations to the Gary Sinise Foundation will be accepted during the event. Individual tickets may be purchased separately for \$350 each.

HIKE
Across America
2019
THE UNSTOPPABLE TOUR
Presented by
The Rotary Club of Lake Buena Vista



DISCLAIMER In the unlikely event that any portion of this hike has to be canceled or postponed due to circumstances beyond the control of Hike Across America, we cannot be held responsible for any related costs incurred.

There may be a Hike Across America photographer/camera operator present throughout the entire period of the event. By their presence, spectators and participants grant us permission to use any general crowd photos and footage they appear in for promotion purposes.

Hike Across America does not accept responsibility and expressly excludes liability to the fullest extent permitted by law for:

- Any loss or damage to any personal property during the entire event unless caused by the negligence of Hike Across America or its team members; or
- Personal injury or death suffered by any attendee or spectator during the entire event unless caused by the negligence of Hike Across America or team members.

Children under 12 years old should be accompanied by an adult.

Please note: Sponsorship funds go for Hike Across America operations and are not a donation to The Gary Sinise Foundation.

Hike Across America
2019
THE UNSTOPPABLE TOUR

Phone: 704-574-6611

Email: info@tshanejohnson.com

Dianne Adcock – Project Manager

757-685-3209

1546 Nectarine Trail – Clermont, FL 34714

dcadca3333@gmail.com



Sponsor Enrollment

Business or Organization Name: _____

Name of Primary Contact: _____

Contact Phone: _____ Mobile Phone: _____

Business Address: _____

City: _____ State _____ ZIP: _____

Website: _____

Sponsorship Packages: (Check your chosen sponsorship level):

- Explorer \$15,000
- Adventurer \$10,000
- Pathfinder \$ 5,000
- Guide \$ 1,000

Printed Name: _____

Signature: _____ Date: _____

Mail this form and payment to: Hike Across America
1546 Nectarine Trail
Clermont, FL 34714

For more information, contact Project Manager Dianne Adcock at:
dcadca3333@gmail.com or phone (757) 685-3209