

2016 New York City ECPAT-USA Events

ECPAT-USA has several major events this year, which provides numerous ways for companies to get involved in our work to protect children from commercial sexual exploitation and trafficking. Your sponsorship demonstrates social responsibility to your customers and stakeholders, along with a firm commitment to ending child sex trafficking.

1. TD Five Boro Bike Tour, May 1st, 2016:

About:

On May 1st, 2016, 32,000 cyclists from all over the globe will come together to ride 40 miles on New York City streets, throughout the 5 boroughs. For one day, the streets of New York are for bikes only. The TD Five Boro Bike Ride is the world's largest charitable bike ride, benefiting organizations like ECPAT-USA. This year ECPAT-USA was selected again to be a charity partner and has a team of 15 cyclists to join us in the fight against trafficking. Your company's support goes directly to our programs to protect children from exploitation and abuse.

Sponsorship opportunities currently available:

- **Jersey Sponsor \$10,000** (limit 2 companies): Company name and logo will be prominently displayed on the team's jersey and highlighted in our communications; a plaque naming your company as a 2016 Change Maker for Protection; press release highlighting your company's commitment; company name and logo featured in ECPAT-USA's newsletter and various social media channels reaching approximately 20,000 contacts; company prominently featured on ECPAT-USA's website and throughout our communications.
- **Cycle Sponsor \$7,500** (limit 1 company): Company will receive 2 team slots for your participation in the TD 5 Boro Bike Tour with no fundraising minimum; company name and logo featured in ECPAT-USA's newsletter and various social media channels reaching approximately 20,000 followers; company highlighted on ECPAT-USA's website and throughout our communications.
- **Water Bottle Sponsor \$5,000** (limit 4 companies): Your company's logo on the reusable eco-friendly water bottle distributed to all ECPAT-USA Athletes. Photos of riders with water bottle and logo will be featured in ECPAT-USA's newsletter and various social media channels reaching approximately 20,000 contacts; company highlighted on ECPAT-USA's website and throughout our communications.

2. TCS NYC Marathon, November 6th

About:

The New York City Marathon has grown from a Central Park race with 55 finishers to the world's most popular marathon, with nearly 50,000 in 2015. This year will be no different, thousands of

runners from all over the world will come to New York for the largest and most publicized Marathon in the world. The NYC Marathon receives national and international attention and is featured a wide variety of publications and media outlets. By becoming an official sponsor of the ECPAT-Athletes, your company's branding will be in front of thousands of runners and those who come out to cheer them on.

Sponsorship opportunities currently available:

- **Jersey Sponsor: \$25,000** (limit 2 companies): Company name and logo will be prominently highlighted on the team's jersey, photos of jersey and company logo prominently displayed through ECPAT-USA communications; a plaque naming your company as a 2016 Catalyst for Protection; press release highlighting your company's commitment; company name and logo featured in ECPAT-USA's newsletter and various social media channels reaching approximately 20,000 contacts; company prominently featured on ECPAT-USA's website and throughout our communications. Invitation to post-race Thank You event with the team.
- **Runner Sponsor \$15,000** (limit 1 company): Company will receive 2 team slots for participation in the TCS NYC Marathon with no fundraising minimum; a plaque naming your company as a 2016 Change Maker for Protection; company name and logo featured in ECPAT-USA's newsletter and various social media channels reaching approximately 20,000 contacts; company highlighted on ECPAT-USA's website and throughout our communications.
- **Race Headband Sponsor \$7,000** (limit 2 companies): Your company's logo on the race headband distributed to all ECPAT-USA Athletes. Photos of runners with their headband and logo will be featured in ECPAT-USA's newsletter and various social media channels reaching over 20,000 contacts; company highlighted on ECPAT-USA's website and throughout our communications.
- **Media Sponsor \$3,000**: Company name and logo will be prominently highlighted in ECPAT-USA's newsletter and various social media communications reaching over 20,000 contacts; individual acknowledgement of your company's name and sponsorship on our website.

Custom Sponsorships: *Please note that for both of these sporting events we will be happy to collaborate with your company to tailor a sponsorship package that fits your budget as well as meets your specific marketing goals.*

3. ECPAT-USA 25th Anniversary Event (date TBD):

ECPAT-USA is proud to celebrate our 25th anniversary, this coming fall. Since our founding in 1991 we have been on the front lines to protect children from sexual exploitation and trafficking. Our partners play an essential role in driving our mission forward and to create a world where all children can grow up free. For this monumental year ECPAT-USA will be hosting a soiree, honoring leaders and advocates in the field. Sponsors for this event at a certain level will be recognized as an ECPAT-USA Partner in Protection, which include a variety of benefits and marketing opportunities.

Please contact Sarah Porter, Director of Development and Partnerships, for sponsorship details: sporter@ecpatusa.org