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Sponsorship Package

# Run For One Planet



Two Canadians laced up their runners on May 4th, 2008 and embarked on an incredible journey – one that has tested them mentally and physically, for a cause, which affects all life on our planet.

Stephanie Tait and Matt Hill are running around North America – to inspire, motivate and educate communities across Canada and around the United States while igniting a grassroots movement of lifestyle change and environmental education for future generations – our kids.

The Run for One Planet North America Tour is their kick-off initiative – a carbon neutral year long, 11,000-mile eco-marathon that is poised to finish full circle in Vancouver, British Columbia – May 2009. They're each running one marathon a day, for a total of about 210 marathons each, to inspire one million new Environmental Actions for Earth, and raise one million dollars for the Run For One Planet Legacy. Check them out, stay updated, track their progress and get involved at: [www.runforoneplanet.com](http://www.runforoneplanet.com)

Run For One Planet's amazing team has set up hundreds of speaking opportunities along the route and the dynamic duo have personally spoken to and motivated over 10,000 kids in the last four months alone. Matt's popularity borders on rock star status when he breaks into his "Ed" voice from the insanely popular cartoon Ed, Edd, n' Eddy – seen by over 33 million children a day worldwide. Matt is also the voice over talent behind the cartoon characters "Korey" from Being Ian and everybody's favourite Turtle "Rafael" in the Teenage Mutant Ninja Turtles III – so he naturally strikes a chord that resonates with kids (and lots of the "big kids" too).

Stephanie also utilizes her background as a personal coach and motivational speaker to drive home their green message during their school presentations – she tells kids to go home and educate their parents and families about the environment. It's a humbling awakening for parents when their child asks them to buy a reusable container instead of bottled water – because the plastic is making the planet sick.

Matt and Steph continue to run a marathon a day to raise awareness and seed money for the Run For One Planet Legacy of Action – a children's environmental education and funding initiative.

## Legacy of Action for Kids

Upon completion of the tour, Run For One Planet will set up a unique Legacy of Action that aims to lead the emerging field of environmental and lifestyle education for kids – more specifically, Grades two through seven. The Legacy of Action will be governed by a Board with kids actually sitting as board members and consists of two main components: Funding and Education

Funding: Direct funding will be provided to empower kids to take



environmental action within their own communities through green initiative classroom projects that educate, rehabilitate and spread environmental awareness and lifestyle change.

Education: Direct training and environmental education for kids - in a medium they understand, the Internet. Kids that sign up for training will become R41P Action Ambassadors. They'll be armed with knowledge about the environment and the simple things we can all do to in order to be greener citizens. Our Action Ambassadors in turn educate their peers using the training that R41P provides - motivating other kids to spread the message to parents and siblings. So essentially, kids train kids who then teach their families about environmental action, leading to a trickle up affect. Steph and Matt modify an old saying and tell the children to "teach you parents well'er," which the kids always get a big kick out of.

## Homecoming Celebration – Launching the Legacy Vancouver, BC May 2009



After a final leg up the west coast, the tour will culminate with Matt & Steph running across Vancouver's famous Lion's Gate Bridge, through majestic Stanley Park, and literally running right into **EPIC 2009** to host the Expo's Opening Ceremony and celebrate their triumphant return! At 1:00PM on **Friday, May 8th** at the new Vancouver Trade & Convention Centre, the Run for One Planet will be on the Main Stage to talk with green consumers, the green business community, and their supporters about their amazing journey. They will premiere the video documentary of their incredible physical, mental and emotional ordeal and unveil the next chapter of the Run for One Planet: The Legacy for Kids.

This foundation will empower grade-school kids to take action on environmental protection through funding and educational resources. Following their Main Stage presentation, EPIC will host the Run for One Planet Homecoming Reception where our two runners will officially "unlace" and have ample opportunity to "meet and greet", sign autographs, answer questions and pose for pictures.

Take this rare opportunity to **join our team as one of our Founding Partners** and showcase your organization for the crowd and media at EPIC, and for the launching of the R41P Legacy of Action!

## Small Steps Add Up – Help Build our Legacy

Sign up for a R41P sponsorship so that your organization can plant the seeds of real, tangible change with our most valued resource – our children. We will customize a sponsorship package to fit your needs ensuring your organization receives brand exposure, recognition and media coverage both during and after the tour.

We so firmly believe in our motto "**Small Steps Add Up**" that we have developed a unique **sponsorship program** to reflect this. With sponsorship levels starting at \$1-\$999 (The Sprinter), \$1000-\$2499 (The Half Marathoner), \$2500-\$4999 (The Marathoner), up to \$5000+ (The Ultra Marathoner) everyone can get involved. You can even be one of an exclusive ten organizations to Sponsor your own Environmental Action!



Please contact your Run For One Planet Sponsorship Director for more details on how we can customize a program for your organization.

## Partnership with the Vancouver Foundation



To create a permanent philanthropic Legacy, the Run for One Planet has partnered with the Vancouver Foundation. Established in 1943, the Vancouver Foundation is Canada's largest, and one of North America's oldest, community foundations. Vancouver Foundation supports charities throughout British Columbia, and is the custodian of over 1,200 endowment funds with a total market value of approximately \$650 million.

The large size of the pooled asset base held by the Vancouver Foundation allows for competitive investment returns combined with low administrative fees (currently approximately 1% of the fund's total assets). As such, our partnership with the Vancouver Foundation allows us to maximize the financial impact of your

sponsorship thereby ensuring the vast majority of income will be granted to green student initiatives, not overhead, in years to come.

All sponsored funds for Run for One Planet Legacy will not only be held in perpetuity, but with this partnership, you will also receive an official tax receipt for your sponsorship – deductible from your earned income in accordance with prevailing income tax regulations.

Our Legacy is firmly in the hands of our children – let's make sure they have the knowledge to live greener and cherish our planet – as well as all the creatures that call it home.

