



**RUN THE WORLD PROJECT
SPONSORSHIP PACKET
2019**



Spring 2019

YOU WALK OR RUN, SO THEY CAN FLY AND LEARN!

Now more than ever Kent State University is considered a leader in global education. With over 200 international programs anchored by our flagship Florence, Italy center and new programs being created every year, our students have the world at their fingertips. Did you know that 97% of college students who study abroad found employment within twelve months of graduation, compared to only 49% of students who do not study abroad? Financial support in the form of scholarships is what makes this unique opportunity possible for our students.

Kent State University is hosting the **Run the World Race Series on Saturday, September 7, 2019, at the Kent Campus and you are invited.** This special, global-themed race is designed to support study abroad scholarships for each and every Kent State student, regardless of their major. We are in need of donations, runners, and walkers to help make our event as thrilling as our students are when they study abroad.

Proceeds will provide **multiple \$1,000 scholarships** to Kent State students. The ability to study outside of the United States helps our students become global citizens in this ever-changing, fast-paced world. We are now able to connect with people half-a-world away at the click of a mouse; we can even fly to the opposite side of the Earth in less than a day—but before our students can connect the world—before they can touch it—before they can fly away to help change it—**first they need to “Run the World”.**

Over the past 4 years, the **Run The World project** has provided **over \$42,000 in scholarships** to students to support their study abroad experience. As we enter into the 5th year of this initiative, **we are hopeful to provide \$18,000 in scholarships during the 2019 academic year.**

Your donation is critical to make this event a success. Please review the sponsorship levels on the reverse of this letter. There is only one “*First Class Series*” presenting sponsorship available. Regardless of level, to sponsor or donate items in kind, please complete the form on the back of this page and send your donation to:

Advancement Services
350 S. Lincoln St.
Kent, OH 44242

If you'd like us to pick up your donation, or need more information, please contact **Alyssa Mazey at runtheworld@kent.edu or 330-672-2693.**

We truly appreciate your consideration and look forward to another successful event!

Sincerely,

Alyssa Mazey &
The Run The World Team

RUN THE WORLD RACE SERIES

FLASH Facts

We had **604 total unique participants** in Run The World 2017-2018 | 4% growth from 2016-2017

The Run The World Race Series seeks to financially support students in their commitment to education that will prepare them to become globally competitive members of the community. This walk/run is inclusive of students, faculty/staff, community members, and even our four-legged fur friends!

Who Runs the World?		
Student	298	49%
Faculty/Staff	136	23%
Community Members	170	28%

Kent (413)		Stark (101)		Series (90)	
223	75%	35	12%	40	13%
97	71%	12	9%	27	20%
93	55%	54	32%	23	14%

% of total registrants		
Kent	413	68%
Stark	101	17%
Series	90	15%

Age		
0-19	142	24%
20-29	226	37%
30-39	78	13%
40-49	62	10%
50-59	71	12%
60+	25	4%

Listed Gender		
Females	393	65%
Males	211	35%

Sponsorship Levels and Benefits:

- First Class Series Presenting Sponsor - \$7,5000**
 - Only 1 available
 - The **Run The World Race Series presented by “YOUR ORGANIZATION NAME HERE”**; includes your organization name on backpack and t-shirt if committed by July 31, 2019
 - Exclusive Press Release, mentions on all social media outlets, website realestate
 - Name and logo in registration packet
 - Name and logo on website-www.kent.edu/RunTheWorld
 - Name on ALL race t-shirts
 - 20 race entires for the Kent race

- Kilometer Sponsor - \$2,500**
 - Only 5 available, to sponsor one of the five kilometers within the race
 - Exclusive rights to sponsor a “K” again for the 2019 race
 - Sign with your name/logo marking your kilometer on the course
 - Name and logo in registration packet
 - Name and logo on social media outlets and website-www.kent.edu/RunTheWorld
 - Name on ALL race t-shirts
 - 15 race entires for the Kent race

- Elite Class Sponsor - \$1,250**
 - Name and logo in registration packet
 - Name and logo on social media outlets and website-www.kent.edu/RunTheWorld
 - Name on ALL 3 race t-shirts
 - 10 race entires for the Kent race

- Premium Class Sponsor - \$750**
 - Name and logo in registration packet
 - Name and logo on social media outlets and website-www.kent.edu/RunTheWorld
 - Name on ALL race t-shirts
 - 5 race entires for the Kent race

- First Class Sponsor - \$500**
 - Name/Logo on social media outlets and race website-www.kent.edu/RunTheWorld
 - Name/Logo in registration packet
 - 2 race entries for the Kent race

- Business Class Sponsor - \$250**
 - Name/Logo in registration packet
 - 1 race entry for the Kent race

- Economy Class Sponsor - \$100**
 - Name/Logo in registration packet

Please check the sponsorship level above and complete the following information:

Sponsorship Level _____ Donation Amount _____

Name _____

Address _____

Email _____ Phone _____

*** Checks can be made payable to: Kent State University Foundation**

Those with race entries will be emailed directions at a later date with registration instructions.