



*The Washington State Coalition Against Domestic Violence is a 501(c)(3) non-profit organization.
We improve how communities respond to domestic violence and work to create a social intolerance for abuse.*

Refuse To Abuse® 5K Run/Walk at Safeco Field

The Event

The third annual *Refuse to Abuse® 5K at Safeco Field* will take place July 19, 2014. This unique evening 5K is a fundraising run/walk around every level of Safeco Field, from the top to the service tunnel and out on the warning track. Stepping out on the field level of a major league ball park is an awe-inspiring moment that few have experienced—race participants from our first two years shared thousands of pictures via social media and gave rave reviews!

[Video from our 2013 event](#)

[Coverage of our 2013 event on Kiro 7](#)

[Additional press coverage](#)

Background

The *Refuse To Abuse® 5K at Safeco Field* builds on the 18-year partnership between the Seattle Mariners and the Washington State Coalition Against Domestic Violence (WSCADV) to promote healthy, respectful relationships through the *Refuse To Abuse®* campaign. Each year media public service announcements are produced featuring prominent Mariners players, including Felix Hernandez, reaching hundreds of thousands of Mariners fans.

WSCADV is a non-profit network of over 70 domestic violence advocacy programs across the state of Washington. We improve how communities respond to domestic violence and work to create a social intolerance for abuse. Nationally recognized for our expertise, we provide training and technical assistance, produce educational tools, promote domestic violence awareness, conduct research, and advocate for better policies.

Our goal is to raise \$85,000 in sponsorship support so that every dollar raised by participants will directly support our prevention efforts, including our work with teens and youth engagement.

Promotion

The Seattle Mariners will be promoting the event to the Mariners' fan base throughout the stadium, during broadcasts of games, at FanFest, and via their social media outlets. WSCADV will promote the event via our website, social media outlets, and our statewide email distribution list with over 2,000 unique contacts. We will also be promoting at other 2013 runs/walks and utilizing our contacts from the first two years of participants. In post-race surveys following the 2012 and 2013 runs, 99% of respondents stated that they would participate in this event again. In addition, both WSCADV and the Seattle Mariners will utilize their strong relationships with the local media to promote the event.

Sponsorship Opportunities

Title Sponsor

\$25,000

- Company name will be incorporated into the name of the run (e.g., *Brand X Refuse To Abuse® 5K at Safeco Field*)
- Premium logo recognition as title sponsor on all event marketing materials including, but not limited to, website, email, flyers, advertisements, t-shirts, and bib numbers
- Company recognition as title sponsor in event press releases
- Category exclusivity for all levels of sponsorship
- 10 complimentary registrations
- On-site signage and recognition at the event
- Product placement in participant goody bag
- Booth at finishers area at event
- Company recognition as title sponsor in post-event video
- Opportunity to purchase in-stadium promotion messaging within Safeco Field during 2014 MLB season (April through date of event) promoting title sponsorship
- Opportunity to promote the *Refuse To Abuse® 5K at Safeco Field* through company marketing channels
- First right of refusal for 2015 event

Gold Sponsors

\$10,000

- Prominent logo recognition as gold sponsor on event marketing materials including website, flyers, email, t-shirts, and bib numbers
- Company recognition as gold sponsor in event press releases
- 5 complimentary registrations
- On-site signage at the event
- Product placement in participant goody bag
- Booth at finishers area at event
- Company recognition as gold sponsor in post-event video
- Opportunity to purchase in-stadium promotion messaging within Safeco Field during 2014 MLB season (April through date of event) promoting gold sponsorship

Silver Sponsors

\$5,000

- Logo recognition on event website, email, t-shirts, and bib numbers
- 5 complimentary registrations
- On-site signage at the event
- Product placement in participant goody bag
- Booth at finishers area at event
- Company recognition in post-event video

Bronze Sponsors

\$1,000

- Logo recognition on event website and email
- On-site signage at the event
- Booth at finishers area at event

We are more than happy to customize a sponsorship opportunity to fit your objectives.