

SPONSORSHIP OPPORTUNITIES: RUN ACROSS PALESTINE



Invest your company's marketing or philanthropic dollars by supporting On the Ground's Run Across Palestine (RAP) project. This event will capture news and public interest media attention through the scale of the event, its U.S. based fundraising efforts and a documentary that will be produced. RAP sponsorship provides a vehicle for your company or organization to reach thousands of potential consumers and clients through a myriad of events and media activities.

WHAT IS THE RUN ACROSS PALESTINE?

RAP is a project of On The Ground, a U.S. based nonprofit organization. The RAP event is a five day, 129 mile running expedition to raise funds and awareness for fair trade olive growers in Palestine. A team of runners from the U.S. and abroad will start their journey in the southern West Bank on January 4th and run north into olive country.

WHY ARE WE DOING THIS?

Although fair trade provides a fair wage for the olive farmers, their needs are deeper. Funds raised from RAP will have several immediate impacts including purchasing and planting thousands of olive trees, and providing scholarships for the children of Palestinian olive farmers. All this is designed to reestablish sustainable olive growing practices in a place whose history, economy, culture, and identity is rooted in the ancient olive tree.

WHY SPONSOR RAP?

The setting for the run is the birthplace and confluence of many of the world's religions. Many people only know this geographical area of the world as an ongoing media sidebar to the decades of struggle for peace in the Middle East. The run seeks to transcend the daily news stories and address the the visible and hidden impacts from the loss of traditional farmlands for the individual farmers and their families. A media team will accompany the runners, and transmit daily multimedia reports, to schools, community groups and individuals throughout the world.

Olive trees have been used to represent peace for thousands of years. The Palestinian Fair Trade Association has a statement that sums up the project, "At its heart, Fair Trade is about connecting people across the Globe in a spirit of equity, trust and openness." This is the foundation of our work here at On The Ground, and the Run Across Palestine will seek to enlist the support of the world community for these hard-working farmers.

Your sponsorship will go directly towards providing the tools, finances and support to our partners in Palestine to plant trees and fund college scholarships for farmers' children.

Your sponsorship comes with several immediate rewards, dependent on sponsor level (See reverse)

Supporting sustainable community development in farming regions across the world. onthegroundglobal.org





run across PALESTINE

SPONSOR LEVELS

RUNNER SPONSOR... \$10,000

(Daily email, Facebook, Twitter and YouTube contact with over 3000 supporters during the run with link to your website, primary display on all runner attire, materials, website and “Major Sponsor” credit in documentary)

EDUCATION SPONSOR... \$5,000

(Primary display on all runner attire, materials, website and “Also Made Possible By” credit in documentary)

OLIVE GROVE SPONSOR... \$1,000

(Logo display on all runner attire, materials, website and “Also Made Possible By” credit in documentary)

SUPPORTER... \$500

(Listed on website, text only, no logo, “Financial Support Provided By” credit in documentary)

For more information contact us at:
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