

**RUN**   
**FOR**  
**JUSTICE**  
**2021 ATLANTA LEGAL AID**

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**NOV  
13**

**SPONSORSHIP  
PACKET**

  
**Legal Aid**  
Atlanta

# Hybrid Format

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Run for Justice is back in person in 2021, but with a hybrid twist. We'll still offer the option to join remotely. So whether you're not comfortable gathering yet, or you live far away and still want to participate, we've got you covered!

Option 1: Join us in Decatur for the in-person run. You'll join the community for a race through the tree-lined streets of Oakhurst. After the run, we'll hold our award ceremony with special categories. Walkers, joggers, strollers are all welcome!

Option 2: Join virtually. A virtual race is one that you can run anywhere -- around your neighborhood, through the park, or on your treadmill. You can purchase a ticket and run on your own, then submit your time online. We'll have special awards categories for our virtual runners.

## **Why Support Atlanta Legal Aid**

Supporting civil legal aid is more important in this moment than ever before. COVID-19 has disproportionately impacting people living in poverty -- people like our clients.

People are not guaranteed lawyers in this critical moment -- but lawyers can and will help mitigate the economic crisis at hand. So we are working to provide lawyers to as many people as possible -- so that people can remain housed and safe, through the pandemic and beyond.

By sponsoring the Run for Justice this year (the event's 31st), you will be helping the people in our community most impacted by this crisis AND you will be receiving top marketing benefits for your firm. Review the sponsorship benefits in this packet and let us know how you would like to support the event.

# Sponsorship Levels

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## Olympian Level: \$2,500

- Your logo featured prominently on the back of T-shirts given to all participants, phantom runners & volunteers
- Your logo featured prominently on marketing materials which are distributed to runners all over metro Atlanta, in law firms and via the Internet (including social media ads that reach over 10,000 viewers)
- Your logo featured prominently on approximately 10 printed advertisements
- Acknowledged in Atlanta Legal Aid Society's newsletter, which reaches approximately 30,000 readers and logo placement on Atlanta Legal Aid's website
- 20 complimentary race entries
- Multiple email blast to mention sponsor



## Marathon Level: \$1,000

- Your logo featured prominently on T-shirts given to all participants, phantom runners & volunteers
- Your logo featured prominently on marketing materials which are distributed to runners all over metro Atlanta, in law firms and via the Internet (including social media ads that reach over 10,000 viewers)
- Your logo featured in approximately 10 printed advertisements, including several sports, legal and business publications
- Acknowledged in Atlanta Legal Aid Society's newsletter, which reaches approximately 30,000 readers
- 15 complimentary race entries

# Sponsorship Levels

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## **Sprint Level: \$500**

- Your logo featured on T-shirts given to all participants, phantom runners & volunteers
- Your name featured prominently on marketing materials which are distributed to runners all over metro Atlanta, in law firms and via the Internet (including social media ads that reach over 10,000 viewers)
- Your name featured in approximately 10 printed advertisements, including several sports, legal and business publications
- Acknowledged in Atlanta Legal Aid Society's newsletter, which reaches approximately 30,000 readers
- 10 complimentary race entries



## **Pacesetter Level \$300**

- Your logo listed on T-shirts given to all participants, phantom runners & volunteers
- Your name listed on marketing materials which are distributed to runners all over metro Atlanta, in law firms and via the Internet (including social media ads that reach over 10,000 viewers)
- Named in approximately 10 printed advertisements, including several sports, legal and business publications
- Acknowledged in Atlanta Legal Aid Society's newsletter, which reaches approximately 30,000 readers
- 5 complimentary race entries



## **Supporter Level \$150**

- Your logo listed on T-shirts given to all participants, phantom runners & volunteers

# Sponsorship Sign-Up

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**Sponsorship Level  
(circle one)**

Olympian    Marathon    Sprint    Pacesetter    Supporter

**Company Name**

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**Contact Name**

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**Address**

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**Email**

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**Phone**

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## PAYMENT METHOD

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CHECK

CARD

If paying by check, please make all checks payable to Atlanta Legal Aid. Remit form with payment to:

Angie Tacker  
Atlanta Legal Aid Society  
54 Ellis Street  
Atlanta, GA 30303

Card Type  
(circle one)

Card # 

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Expiration Date 

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Security Code 

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Signature 

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***50% of sponsorship is tax deductible. Thank you for your sponsorship!  
Deadline is September 30, 2021.***



# Submitting Your Logo

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Thank you for your support! As part of our recognition of your support, we will use your logo in our recognition efforts. To facilitate our recognition we need your help to ensure your logo is recognized in the best quality we can produce for your recognition opportunities.

We ask that you submit via email to [sconlan@atlantalegalaid.org](mailto:sconlan@atlantalegalaid.org) the logo that you wish to use for recognition of your support. Please note that your recognition is dependent upon our possession of a suitable logo by key deadlines and we reserve the right to use text recognition if a suitable logo cannot be used.

## **Artwork Guidelines and Specifications**

- We accept the following file formats: .ai / .eps / .pdf / .png; vector artwork (included text converted to vector outlines) is the preferred format.
- We cannot alter image file format artwork (.jpg, .tiff, .png or .gif).
- Provide a black-and-white version of your logo in addition to the color version
- Use High resolution output (300 dpi or greater)

## **Key Deadlines**

We will use your logo in recognition opportunities that are time-sensitive. To this extent, we cannot guarantee recognition using logos received after September 30th, 2021. When not possible to use a logo, we will still recognize your support via text

***Please send your logo to Shea Conlan at [sconlan@atlantalegalaid.org](mailto:sconlan@atlantalegalaid.org)***