

## 2020 CHILDREN'S RIGHTS CHALLENGE ON STRAVA

***Bad things should never happen to any child.  
Let's join together to make sure they don't.  
#1NATION4CHILDREN***

**ON OCTOBER 10, 2020**, teams of corporate employees, friends and families will come together to launch the **2020 CHILDREN'S RIGHTS CHALLENGE**, a two-week national fitness challenge in support of Children's Rights during our **#1nation4children** Fall campaign.

The Challenge will be featured for 3 weeks on Strava's 50+ million user platform, where more than 25,000 participants will log fitness hours over 14 days to bring awareness to the over 500,000 children currently languishing in the child welfare system.

This opportunity engages and connects company employees and individual groups through an inspiring and safe virtual event. Event participants will be celebrated in a Virtual Benefit on November 18th featuring Cyndi Lauper and others, which will offer another platform for showcasing partner support.

For each hour that individuals, employee participants and celebrity supporters log in the Challenge, corporate partners will make a donation to Children's Rights in their honor.

**CHILDREN'S RIGHTS**  
*investigates, exposes and combats violations of the rights of children across the country. We use every tool available under the law to hold governments accountable for keeping kids safe and healthy.*

[childrensrights.org](http://childrensrights.org)  
[@childrensrights](https://twitter.com/childrensrights)

### HOW CORPORATE PARTNERS CAN SUPPORT #1NATION4CHILDREN

We are asking corporate partners to pool sponsorships so that we can reach our \$500,000 goal and help amplify this national movement on behalf our most vulnerable citizens. This is a chance for your company and its employees to connect in support of a challenging time for kids everywhere.

- ✓ **SPONSOR THE CHALLENGE**
- ✓ **ENROLL YOUR EMPLOYEES**
- ✓ **RAISE AWARENESS**

#### CHAMPION - \$100,000

- Presenting sponsor listing on campaign landing page in **Strava Challenges** tab and on event microsite
- Toolkit for employee engagement and custom **'how to enroll'** content for company website
- Lead recognition in all event promotional materials
- Featured in PR and social media activations
- Communications toolkit for promotion of the challenge on your own channels
- Access to the **Children's Rights Virtual Benefit** for all participants
- Access to VIP virtual green room before the event
- Prominent Champion listing on the digital invitation and event website
- Speaking opportunity at the event
- Full-screen recognition event digital display

#### VICTOR - \$50,000

- Prominent Victor listing on campaign landing page and on event microsite
- Toolkit for employee engagement and custom **'how to enroll'** content for company website
- Special recognition in all promotional materials, including PR and social media activations
- Communications toolkit for promotion of the challenge on your own channels
- Access to the **Children's Rights Virtual Benefit** for all participants
- Access to VIP virtual green room before the event
- Victor listing on the digital invitation and event website
- Full-screen recognition event digital display
- Short pre-recorded video recognition at the event

#### HERO - \$35,000

- Hero listing on campaign landing page and on event microsite
- Toolkit for employee engagement and custom **'how to enroll'** content for company website
- Special recognition in all promotional materials, including PR and social media activations
- Communications toolkit for promotion of the challenge on your own channels
- Access to the **Children's Rights Virtual Benefit** for all participants
- Hero listing on the digital invitation
- Full-screen recognition in event digital display

#### DEFENDER - \$25,000

- Defender listing on campaign landing page and event microsite
- Toolkit for employee engagement and custom content for company website
- Communications toolkit for promotion of the challenge on your own channels
- Access to the **Children's Rights Virtual Benefit** for all participants
- Defender listing on the digital invitation

#### GUARDIAN - \$15,000

- Listing on campaign landing page and event microsite
- Toolkit for employee engagement and custom content for company website
- Communications toolkit for promotion of the challenge on your own channels
- Access to the **Children's Rights Virtual Benefit** for all participants
- Guardian listing on the digital invitation
- Recognition in event digital display

#### ADVOCATE - \$5,000

- Toolkit for employee engagement
- Communications toolkit for promotion of the challenge on your own channels
- Access to the **Children's Rights Virtual Benefit** for all participants
- Recognition in event digital display

#### WARRIOR - \$2,500

- Communications toolkit for promotion of the challenge on your own channels
- Access to the **Children's Rights Virtual Benefit** for all participants
- Recognition in event digital display

#### PROTECTOR - \$1,000

- Communications toolkit for promotion on your own channels
- Recognition in event digital display

YOUR CONTACT INFORMATION

Your names(s) exactly as you wish it to appear on all printed materials

Contact name(s) & salutations (for mailing purposes)

Email

Daytime Phone Cell

Company (if this is a corporate commitment)

Mailing address

City State Zip

PAYMENT DETAILS

- A check for my sponsorship made payable to Children's Rights is enclosed in the amount of \$...
I will visit www.childrensrights.org/2020challenge and charge my sponsorship purchase to my credit card in the amount of \$...
I am unable to attend but would like to support Children's Rights with a tax-deductible contribution in the amount of \$...
Please accept a pledge in the amount of \$... and bill me later.
My employer has a matching gifts program and will match my contribution. Please contact me for details.
Please charge my credit card (Check one) Visa MasterCard AMEX

Name as it appears on the card

Billing Address (if different)

City State Zip

Card Number Exp. Date

Signature Sec. Code

CHILDREN'S RIGHTS, INC. Tax ID #13-3801864

PLEASE RETURN THIS FORM AND PAYMENT TO:

Children's Rights Benefit Office
Attn: Mary Grace Cobbs
88 Pine Street, Suite 800
New York, N.Y. 10005

For more information, contact Mary Grace Cobbs, 212-683-2210, ext. 3308, development@childrensrights.org

PURCHASE YOUR SPONSORSHIP ONLINE AT: www.childrensrights.org/2020challenge

DIGITAL RECOGNITION GUIDELINES

Recognitions will appear online and in event digital display.
Please email copy and/or art by October 2, 2020 to development@childrensrights.org
Artwork specifications: 300 dpi in both eps/jpeg preferable for art; company logos welcome.

Your digital recognition exactly as you wish it to appear:

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