



**K9
youth
alliance**
kids helping dogs
helping kids

556 S. Fair Oaks Ave.,
Suite 101-566,
Pasadena, CA 91105

424.272.K9YA (5992)

K9YA@K9YouthAlliance.org

www.k9YouthAlliance.org



**LOS ANGELES
MARATHON**

PRESENTED BY 

Dear Potential Sponsor,

If there is one thing we've learned from the past few years is that those who were already marginalized – kids from under-resourced communities and abandoned dogs – need us now more than ever. Another important lesson – it pays to be flexible. We've adapted to this challenging time by delivering high impact, hybrid and in-person programs that empower and inspire kids and help rescue dogs decompress and adjust positively to life in a home.

Our work continues, and we are proud to announce that for a 4th year, Team K9 Youth Alliance will be running and fundraising for the LA Marathon! Our Team has hit the ground running and we've already exceeded fundraising totals compared to this time last year! This year we will also be hosting a booth at the 2 day Health Expo!

The race itself, with an anticipated tens of thousands of participants and spectators, and the team training period prior to, present an ideal opportunity for you to help kids and dogs and get the word out about the good work you are doing in the community.

We'd love to speak with you about the benefits and opportunities of becoming a Team K9 Youth Alliance sponsor. Please feel free to contact me anytime to discuss the possibilities!

Warmest Regards,

Jai Oni Sly

Secretary@K9YouthAlliance.org

K9YA LA Marathon Fundraising Captain & Runner

Board Chair, K9YA Board of Directors



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WHY SPONSOR?

The Race

The iconic 2024 LA Marathon begins at Dodger Stadium and finishes at the Avenue of the Stars in Century City. Tens of thousands of athletes and spectators will enjoy world-class entertainment and celebrate one of the most culturally diverse cities in the world! In addition, there is the Big 5K and the Charity Challenge ½ Marathon. The popular Charity Challenge 1/2 Marathon is an exclusive opportunity for the Marathon's official nonprofit partners.

2023 Charitable Impact

- \$2.9M raised by our 80 charity partners
- 7,000 pounds of clothing donated to The Salvation Army
- \$900,000+ donated in goods and services to our school programs
- 1,669 pounds of food donated to LA Food Bank
- 80 pounds of Heatsheets recycled
- 57,600 plastic jugs of water replaced by use of LADWP Water Monsters
- 43% of waste diverted from the landfill
- \$66M+ raised in the history of the program

Join an Esteemed List of Supporters

Past K9 Supporters & Sponsors include: Walt Disney Company, Tournament of Roses Foundation, Wescom/Wecare Foundation, Bolton Foundation, Moose Toys, Latham Foundation, Tully's Training, Little Caesars, Renov8 Fitness, Thunder Dog Creative, Centek, MP Materials and Cabo Cantina.

Positive Exposure

The LA Marathon is a destination race, attracting a broad range of ages, cultures, ethnicities and families. With over 27,000 runners and untold spectators, the popular event draws a wide array of media coverage.

Score Some Good Karma

Our sponsors help cover our Team's costs, so all funds our runners raise can go directly to support kids and shelter dogs!

2024 Sponsorship Opportunities

\$1000+

- ☐ K9YA Program video shout out!
- ☐ Name & logo featured prominently on race shirts
- ☐ Name & logo featured prominently in LAM social media posts, each month until race day
- ☐ Name & logo featured prominently in LAM emails to our full list, each month till race day
- ☐ Name/logo in prominent position on cheer station & after-party banners*
- ☐ Complimentary invites to after-party with K9YA runners and friends – up to 2 people*
- ☐ Name/logo on K9YA website with link to your URL & your name on K9YA Team fundraising page

\$500+

- ☐ Name & logo on race shirts
- ☐ Name in LAM social media posts, each month until race day
- ☐ Name in LAM emails to our full list, each month until race day
- ☐ Name & logo on cheer station & after-party banners*
- ☐ Name on K9YA website & K9YA Team fundraising page

\$250+

- ☐ Name on race shirts
- ☐ Name in LAM social media posts, every other month until race day
- ☐ Name in LAM emails to our full list, every other month until race day
- ☐ Name on cheer station & after-party banners*
- ☐ Name on K9YA website & Team K9YA fundraising page

*Due to the unpredictability of COVID-19, if the LA Marathon organizers cancel the event we will regrettably be unable to fulfill the items with asterisks *



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MP MATERIALS

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LOS ANGELES MARATHON

BIG 5 LASK

LACHARITY HALF MARATHON

Thank You for the Consideration!