



AIHF 2020 VIRTUAL FUN RUN

Sponsorship Prospectus & Application



June 1 – 15, 2020

Each year as part of AIHce EXP, the American Industrial Hygiene Foundation hosts a Fun Run and Walk that supports the AIHF mission – to advance the profession by awarding scholarships to students in industrial hygiene and related disciplines and funding training/professional development opportunities for industrial hygienists in the first 15 years of their professional careers.

As you may know, in response to the continuing COVID-19 crisis, AIHF is no longer hosting a live fundraiser but have opted to adapt it to a virtual event. AIHF Virtual Fun Run registrants will now complete the race independently – running, walking, or jogging the distance wherever they choose. For example, it can be a route in the participants neighborhood, a favorite trail or on the treadmill.

As a corporate sponsor, you can still be part of this exciting virtual event in two ways:

- Provide a donation to underwrite/sponsor the Fun Run
- Provide in-kind product support, such as water bottles, hats/visors, etc...to be included in a branded sports bag we will be sending to the participants along with their race t-shirts.

In return for your sponsorship, you will be promoted before, during and after the event. Your partnership will be highlighted throughout the virtual conference, in our social media campaign, and on our website. Being part of the new virtual event will still provide you with high visibility to our Industrial Hygiene as well as thousands of individuals and companies who are involved in workplace health and safety-related communities.

AIHce EXP Attendee Profile

Who Attends:

AIHce EXP's attendees are industrial hygienists who are professionally qualified by education, training, and/or experience to anticipate, recognize, evaluate and develop controls to protect workers from occupational health hazards and environmental issues. AIHce EXP is also attended by occupational health professionals, EHS specialists, safety professionals, risk management professionals, and any others responsible for safety, health, and the environment at their organization.

Who They Serve:

The industrial hygienist acts as an advisor, making recommendations and setting standards to keep the workplace safe. The hygienist's job is a multifaceted one that touches every aspect of an organization and benefits a company's bottom line through increased productivity, improved morale, and lower workers' compensation and liability costs. Industrial hygienists are not limited to one particular type of industry; they are employed in a variety of organizations:

- Public Utilities
- Government
- Insurance companies
- Labor unions
- Chemical companies
- Museums and Archival Institutions
- Manufacturing companies
- Hazardous waste companies
- Research laboratories
- Consulting firms
- Hospitals
- Oil and gas industries
- Government and Armed Forces
- Colleges and Universities

Their expertise requires working with employees at all job levels with a genuine commitment to caring about people and their environment.

Partnership Impact

How Your Support Has an Impact:

Now more than ever, we need these scholarship funds to enable many promising scholars to complete their education and enter or remain in the OEHS field and hope you'll join many others in demonstrating a strong commitment to protecting worker health and safety. In addition, as a Premier or Presenting Sponsor of the AIHF Fun Run and Walk, you will be supporting future generations because a portion of your contribution will underwrite a "named" scholarship for a student pursuing a degree in the profession. Last year more than \$167,000 was awarded to graduate and undergraduate students representing colleges across the United States and Canada.

Sponsorship Engagement

The Benefits of Partnership

We've put together a host of benefits, including many highly visible digital options, that have been priced within reach of every budget. Many of these inclusions may already align with your existing marketing plans.

Levels of Sponsorship

Premier Sponsor (SOLD OUT) \$10,000

Benefits (Package valued at over \$18,000):

- Exclusive Premier Sponsorship – no other Premier Level sponsorships will be accepted
- \$2,000 AIHF Named Scholarship*
- Complimentary One-Year AIHA Organizational Membership – (\$999 Value!)
- Most prominent name / logo placement on digital materials to be included in two dedicated email blasts to the full membership
- Personalized letter/flyer included in sports bag distributed to all registrants
- Exclusive "welcome" video on Fun Run web page, in email communications & on social media posts
- Two (2) complimentary registrations to the virtual Fun Run (includes two collectable AIHF pins)
- Personalized Fun Run welcome email with logo
- Sponsor name recognition in all press releases related to event
- Inclusion in Fun Run social media campaign
- Logo in official AIHce EXP digital program – distributed to all conference registrants
- Most Prominent logo placement for the Fun Run
- Logo featured on AIHA and AIHce EXP websites
- Most Prominent logo on Fun Run t-shirt, sports bag, and electronic race bib
- Recognition/acknowledgement during the course of the virtual conference
- Opportunity to submit "How Do You Fun Run" social media video with tags to social media handles

Presenting Sponsor \$5,000

Benefits (Package valued at over \$10,000)

- \$1,000 AIHF Named Scholarship*
- Most prominent name / logo placement on digital materials including in two dedicated email blasts to the full membership (value added)
- Two (2) complimentary registrations to the Fun Run (includes two collectable AIHF pins)
- Sponsor name recognition in all press releases related to event
- Inclusion in Fun Run social media campaign
- Logo in official AIHce EXP digital program – distributed to all conference registrants
- Logo featured on AIHA and AIHce EXP websites
- Logo on Fun Run t-shirt, sports bag, and electronic race bib
- Recognition/acknowledgement during the course of the virtual conference
- Opportunity to submit “How Do You Fun Run” social media video with tags to social media handles (*new*)

**Scholarships will be awarded in 2021 to a student eligible for an AIHF Scholarship.*

Gold Sponsor \$2,500

Benefits (Package valued at over \$5,000)

- Name and logo placement on all printed materials related to the event
- One (1) complimentary registration to the Fun Run (includes one collectable AIHF pin)
- Inclusion in Fun Run social media campaign
- Logo in official digital AIHce EXP program – distributed to all conference registrants
- Logo featured on AIHA and AIHce EXP websites
- Logo on Fun Run t-shirt, sport bag, and electronic race bib
- Recognition/acknowledgement during the course of the virtual conference
- Opportunity to submit “How Do You Fun Run?” social media video with tags to social media handles

Silver Sponsor \$1,000

Benefits (Package valued at over \$3,500):

- Name and logo placement on all digital materials related to the event
- Logo in official AIHce EXP digital program – distributed to all conference registrants
- Logo placement on Fun Run booth at AIHce EXP
- Logo featured on AIHA and AIHce EXP websites
- Logo on Fun Run t-shirt, sport bag, and electronic bib (value added)
- Opportunity to submit “How Do You Fun Run?” social media video with tags to social media handles

Bronze Sponsor \$500

Benefits (Package valued at over \$1,500):

- Name placement on all digital materials related to the event
- Name in official AIHce EXP digital program – distributed to all conference attendees
- Name on enhanced Fun Run website
- Name on Fun Run t-shirt and sports bag
- Opportunity to submit “How Do You Fun Run” social media video with tags to social media handles

In-kind Donations

All in-kind donations will be recognized at the sponsorship level equivalent to the wholesale value of their donation and will be awarded associated benefits.

Examples:

- Water bottles
- Caps/visors
- Donation toward race t-shirt production
- Sunscreen/chap-stick

Virtual Fun Run 2020 Benefits	Premier \$10,000	Presenting \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Complimentary One-Year AIHA Organizational Membership - Basic Level	√				
Exclusive Premier Level Sponsorship	√				
\$2,000 AIHF Named Scholarship	√				
\$1,000 AIHF Named Scholarship		√			
Most prominent name / logo placement on digital materials including two dedicated email blasts to the full membership	√				
Logo placement on all event-related materials including two dedicated email blasts to the full membership (Name only for Bronze Level)	√	√	√	√	√
Two (2) complimentary registrations to the virtual Fun Run (includes two collectible AIHF pins)	√	√			
One (1) complimentary registration to the virtual Fun Run (includes one collectible AIHF pin)			√	√	
One (1) complimentary AIHce EXP Virtual Conference Registration	√				
Logo inclusion in any digital promotion of Fun Run	√	√			
Exclusive sponsored welcome video on Fun Run web page, email communications & social media	√				
Personalized letter/flyer inclusion in sports bag distributed to all registrants	√				
Personalized Fun Run email to registered runners with logo (can be pre or post)	√				
Sponsor name recognition in all press releases related to event.	√	√			
Inclusion in Fun Run social media campaign	√	√			
Logo in digital AIHceEXP Virtual Conference Final Program	√	√	√		
Logo on Fun Run T-Shirt, sports bag, and bib (Can be name only for Bronze Level)	√	√	√	√	√
Virtual social media video opportunities	√	√	√	√	√
Recognition/acknowledgement during virtual AIHceEXP Conference	√	√		√	√

2020 AIHF VIRTUAL FUN RUN SPONSORSHIP FORM



Completed forms can be returned to AIHF, 3141 Fairview Park Drive, Suite 777, Falls Church, VA 22042, attention: AIHF Fun Run Sponsorship, or scanned and emailed as an attachment to sponsorship@aiha.org.

Due to the limited staff coverage at our offices it is recommended that you email your form for more immediate processing and acknowledgement.

Please note: Sponsorships are non-cancellable. Therefore, we do not offer refunds. In addition, your sponsorship will NOT be acknowledged until full payment has been received.

Company Name	Contact Person						
Address	Contact Phone Number						
City/State/ZIP	Email						
Website URL _____	Social Media Handle(s): LinkedIn: _____ Facebook: _____ Twitter: _____						
SPONSORSHIP PACKAGES: <input type="checkbox"/> \$10,000 Premier Sponsor <input type="checkbox"/> \$ 5,000 Presenting Sponsor <input type="checkbox"/> \$ 2,500 Gold Sponsor <input type="checkbox"/> \$ 1,000 Silver Sponsor <input type="checkbox"/> \$ 500 Bronze Sponsor	PAYMENT INFORMATION: <input type="checkbox"/> Please send me an invoice <input type="checkbox"/> Enclosed is my check made payable to AIHF <input type="checkbox"/> Please charge to my credit card: Card type: ___ Visa ___ MC ___ AMEX _____ Card Number _____ Expiration Date Security Code						
<table style="width: 100%; border: none;"> <tr> <td style="width: 33%; border: none;">\$ _____</td> <td style="width: 33%; border: none;">_____</td> <td style="width: 33%; border: none;">_____</td> </tr> <tr> <td style="border: none;">Total Sponsorship Contribution</td> <td style="border: none;">Signature</td> <td style="border: none;">Date</td> </tr> </table>		\$ _____	_____	_____	Total Sponsorship Contribution	Signature	Date
\$ _____	_____	_____					
Total Sponsorship Contribution	Signature	Date					

Please return this completed form with a high-resolution EPS of your company logo to
sponsorship@aiha.org.