



WHO ARE WE?

THE INEOS ICAN FOUNDATION is a Texas 501(c)(3) non-profit established in 2015. We serve the educational and physical fitness needs of children in the Houston Gulf Coast area through our signature program, GO Run For Fun, and through contributions to area school district Education Foundations to help fund STEM and STEAM programs.

GO Run For Fun, is a 1-mile fun run, delivered to elementary schools for free, during the school day, so that all kids can join in. Children receive a race shirt, race bib, and the course is marked with branded ribbon - we even have an inflatable arch!

The program is designed to help elementary aged kids see how much fun exercising can be, and to help them develop an interest in exercising outside of PE class. It was developed in England to help combat inactivity in kids. Recognizing that a similar problem exists in Texas, the INEOS ICAN Foundation was created to deliver the GO Run For Fun program to kids living in communities on the Houston Gulf Coast. It has been a phenomenal success with over 350,000 children in more than 2,770 schools across 10 countries taking part since the initiative was launched in August 2013.

The ICAN Boo Dash is a family 5k and kids 1k at Challenger Columbia Stadium on Saturday, October 26, 2019. Our goal is to raise enough money through this event to add an additional area school to the GO Run For Fun program so more kids can experience the excitement of a race!

SPONSORSHIP OPPORTUNITIES

SPOOKTACULAR SPONSOR - \$20,000

- Prominent logo placement on event website, marketing and banners
- Company profile with link to company website in ICAN newsletter
- Recognition during announcements on race day
- Complimentary entries for team of 20 runners
- Discounted registration for additional runners
- VIP tent in key location for team
- Logo placement on course route sign
- Promotional product in race participant packet (item provided by sponsor)
- Company recognition in ICAN annual report
- Company recognition on ICAN social media

GRAND GHOST SPONSOR - \$10,000

- Logo placement on event website, marketing and banners
- Recognition during announcements on race day
- Complimentary entries for team of 15 runners
- Discounted registration for additional runners
- Logo placement on course route sign
- Booth space in post-race area
- Promotional product in race participant packet (item provided by sponsor)
- Company recognition in ICAN newsletter and annual report
- Company recognition on ICAN social media

GHASTLY GHOUL SPONSOR - \$7,500

- Logo placement on event marketing and banners
- Complimentary entries for team of 15 runners
- Discounted registration for additional runners
- Logo placement on course route sign
- Booth space in post-race area
- Promotional product in race participant packet (item provided by sponsor)
- Company recognition in ICAN newsletter and annual report
- Company recognition on ICAN social media

SCARED SILLY SPONSOR - \$5,000

- Logo placement on event marketing and banners
- Complimentary entries for team of 8 runners
- Discounted registration for additional runners
- Logo placement on course route sign
- Booth space in post-race area
- Promotional product in race participant packet (item provided by sponsor)
- Company recognition in ICAN newsletter and annual report
- Company recognition on ICAN social media

GHOST SPONSOR - \$2,500

- Logo placement on event marketing and banners
- Complimentary entries for team of 3 runners
- Discounted registration for additional runners
- Logo placement on course route sign
- Booth space in post-race area
- Company recognition in ICAN newsletter and annual report
- Company recognition on ICAN social media



BEWITCHING SPONSOR - \$1,000

- Booth space in post-race area
- Complimentary entries for 2 runners
- Discounted registration for additional runners
- Company recognition in ICAN newsletter and annual report
- Company recognition on ICAN social media

GOBLIN SPONSOR - \$500

- Company recognition in ICAN newsletter and annual report
- Company recognition on ICAN social media
- Discounted registration for runners

To discuss these sponsorship opportunities, please contact us at: info@icanfoundationtx.org