



LIVING THE LEGACY

Love Like Laurie



501c3 certified

Fall 2022

LIVING THE LEGACY

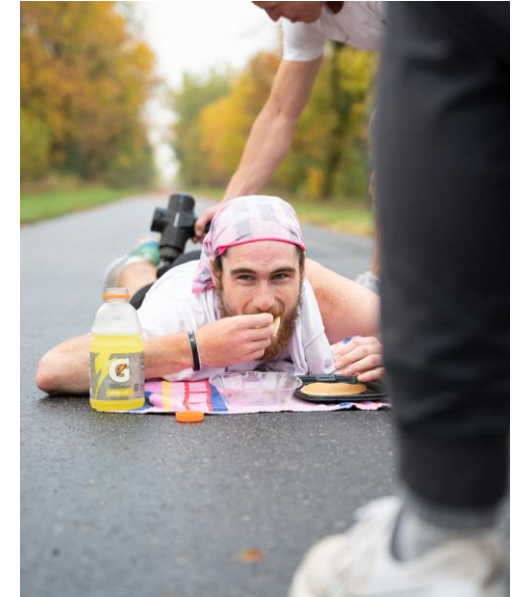
Love Like Laurie



The Challenge

A 500-mile run in under 8 days | Donation Goal: \$50,000

On October 8th, the team will gather at the steps of the capitol building in Springfield, IL to begin their journey north. Over the course of 8 full days, Mark will run 500 miles and end at the capitol steps in St. Paul, MN on October 15th. This route was chosen for its passage through Cameron, IL, the birthplace of Laurie Weber.



Past Success – Future Projections

Fargo, ND - Stillwater, MN

276 miles in 4.5 days

\$22,000 donations raised

Insights

623,000+ impressions

2021

The “ten ten ten” Legacy Run

815 miles in 14 days

\$100,000 donations

Projections

10M+ impressions

2023

2020

Duluth, MN - St. Paul, MN

160 miles in 2 days

\$10,000 donations raised

Insights

178,000+ impressions

100+ virtual attendees

2022

Springfield, IL - St. Paul, MN

500 miles in 8 days

\$50,000 donations

Projections

3M+ impressions



LIVING THE LEGACY
Love Like Laurie

The Vision

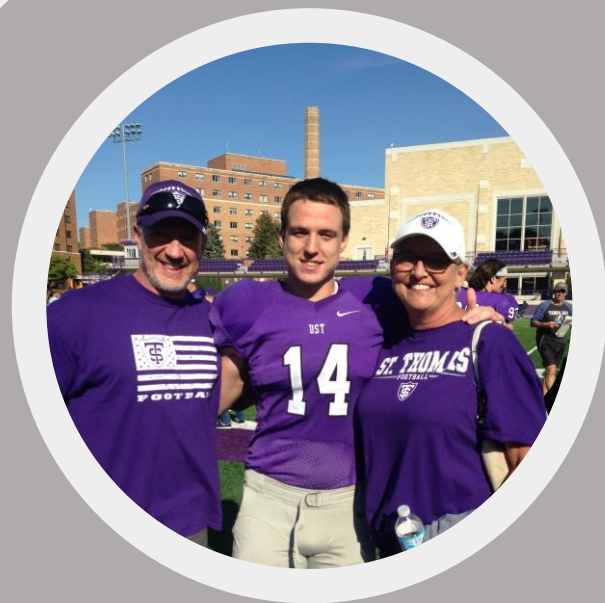
Our mission is to provide hope and support to people going through life's biggest challenges. We believe that hardship is to be taken head on together, one step at a time. We do so by combining Laurie's Legacy of toughness and love in her battle with cancer with MASSIVE running challenges. Through these runs, we raise money for our foundation to help families going through similar battles.





Our Story

Blake & Mark met playing football together at the University of St. Thomas. Through overcoming adversity and a day in & day out commitment to excellence, their bond grew into a brotherhood. While playing, they were taught principles of integrity and toughness that were meant to help one overcome life's biggest challenges after football.



In 2020, these teachings were tested with the passing of Blake's mom, Laurie Weber, to Pancreatic Cancer. A four-year battle that was filled with love and grit. This left the family with the question, 'how to continue the Legacy of a true warrior?'



This marked the beginning of what is now the Love Like Laurie Legacy Foundation (501c3).

Laurie's Crew



John | Crew / Run Support, Head of Board of Directors



Mark | Runner, Board of Directors



Blake | Run Support, Board of Directors



Carey | Logistics Team Lead



Jordan | Film & Content Team Lead



Lucy | Crew Chief / Social Media Assistant

Corporate Partnerships – Funding Goal of \$20,000

Title Sponsor - \$5,000

Lead Up

- 3 branded partner posts on athlete's social media a week (4 weeks)
- Featured Logo placement on Love Like Laurie Website Home Page and Donation Page
- Logo Placement on all marketing material for Legacy Run and documentary
- Brand inclusion in 10-episode podcast commercial (4 lead up, 1 during, 5 post)
- **Tax Deductible for contribution**

During Legacy Run

- Prominent product placement showing athlete wearing / using product throughout the documentary
- 3 branded partner posts on athlete's social media
- 10 still images featuring athlete and product for use on O&O social media and website
- Opportunities for products to be featured in news media coverage

Post Legacy Run

- Unrestricted rights to BTS content and RAW video footage of athlete and product for use in brand's digital advertisements, O&O social media and website
- Logo inclusion in all trailer bumpers for Legacy Run documentary
- Top name shoutout in documentary closing credits

Gold Sponsor - \$1,000

Lead Up

- 1 branded partner post on athlete's social media a week (4 weeks)
- Prominent logo placement on Love Like Laurie Website Home Page
- Brand inclusion in 1 Podcast (10-15 sec commercial)
- **Tax Deductible for contribution**

During Legacy Run

- Product placement showing athlete wearing / using product during documentary
- 1 branded partner post on athlete's social media
- 3 still images featuring athlete and product for use on O&O social media and website
- Brand inclusion in 1 Podcast

Post Legacy Run

- Access to select RAW video assets of athlete and product for use in brand's digital advertisements, O&O social media and website
- Inclusion in documentary closing credits
- Brand inclusion in 1 Podcast (10-15 sec commercial)

Match Up Sponsorship

Match donations up to \$500.00 | \$1,000 | \$5,000

Lead Up

- Prominent logo placement on Love Like Laurie Website Home Page
- **Tax Deductible for contribution**

During Legacy Run

- Product placement showing athlete wearing / using product during documentary
- 1 branded partner post on athlete's social media

Post Legacy Run

- Inclusion in documentary credits
- Brand Inclusion in athlete's Honorable Mentions Post

Contact Mark Dowdle for more
Sponsor Information
Cell: (847) 682-0842
Email: markdowdle20@gmail.com

** Dollars will be used to fund event expenses

Runner Sponsorship

\$1.00 per mile

Lead Up

- \$1.00 contribution commitment per mile ran by Mark during the Legacy Run
- Individual or team donations welcomed!

During Legacy Run

- Shout out in Instagram Post & Story

Post Legacy Run

- **Tax Deductible for finalized donation, ~\$500.00**

\$1.50 per mile

Lead Up

- \$1.50 contribution commitment per mile ran by Mark during the Legacy Run
- Individual or team donations welcomed!

During Legacy Run

- Shout out in Instagram Post & Story
- Put on Thank You Page on Website

Post Legacy Run

- **Tax Deductible for finalized donation, ~\$750.00**

\$2.00 per mile

Lead Up

- \$2.00 contribution commitment per mile ran by Mark during the Legacy Run
- Individual or team donations welcomed!

During Legacy Run

- Shout out in Instagram Post & Story
- Put on Thank You Page on Website

Post Legacy Run

- **Tax Deductible for finalized donation, ~\$1,000.00**
- Special call out / thank you in email / Newsletter
- Love Like Laurie Gear
 - Shirt and hat

Contact Mark Dowdle for more Sponsor Information
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** Anonymous Donors accepted

** Dollars will be used to fund event expenses