



Join The Family Tree for our 2nd Annual Lace Up to End Child Abuse 5K & 1.5 mile Family Walk

Saturday, October 30th, 2021

This year's event will be a hybrid, with both in-person and virtual options. Lace up your tennis shoes and join us at M&T Bank Stadium for the live event. Or we have a VIRTUAL option for those who live out-of-state or feel more comfortable doing the race in their own. Either way we can join together and cross the finish line in support of children and families.

After the run, all interested families will be welcomed to join a tour of M&T Bank Stadium. Tours last approximately 30-45 minutes and include fun facts about the press box, locker room and other aspects of the Stadium. Wear your most festive Ravens gear and prepare the kids (and adults!) to experience the Locker Room just as the players do on game day!

The Cause

The Family Tree leads Maryland in preventing child abuse, connects caring communities, and builds strong families to improve society for generations. In Maryland, a child is reported abused or neglected every 10 minutes. For every reported case of abuse, two go unreported. Child abuse and neglect cost Maryland taxpayers \$1.5 billion each year. Yet for every \$1 invested in our cause of prevention, it is estimated that the state saves \$15 on treating its long-term effects. Last year, we reached over 30,000 people with a strong complement of programs and services including parenting classes, workshops, home visiting programs, support groups, a childcare-respite program, child behavioral health consultation services, a telephone-based helpline, web-based chatline community education, technical assistance, and support for professionals and childcare providers.



familytreemd.org/laceup



Presenting Sponsor \$15,000

This sponsorship provides 150 positive parenting sessions for at-risk mothers and fathers.

- 16 Race registrations
- Acknowledged on stage during opening ceremony
- Logo and clickable link to your website featured on The Family Tree website & Event website
- Logo on race t-shirt
- Acknowledged on stage during opening ceremony
- Recognized on stage sign and signage along race route
- Opportunity to set up table to promote product or service and distribute promotional item
- Recognized in social media, e-blasts, promotional flyers, and press releases and The Family Tree's FY22 Annual Report

Run Sponsor \$10,000

This sponsorship provides 240 home visits to vulnerable young mothers.

- 12 Race registrations
- Logo and clickable link to your website featured on The Family Tree website & Event website
- Logo on race t-shirt
- Recognized on stage sign and signage along race route
- Opportunity to set up table to promote product or service and distribute promotional item
- Recognized in social media, e-blasts, promotional flyers, and press releases and The Family Tree's FY22 Annual Report



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Sprint Sponsor \$5,000

This sponsorship provides free 24-hour Parenting HelpLine support to 150 families in crisis.

- 10 Race registrations
- Logo and clickable link to your website featured on The Family Tree website & Event website
- Logo on race t-shirt
- Recognized on stage sign and signage along race route
- Opportunity to set up table to promote product or service and distribute promotional item
- Recognized in social media, e-blasts, promotional flyers, and press releases and The Family Tree's FY22 Annual Report

Jog Sponsor \$2,500

This sponsorship provides 6 months of weekly support groups to families at-risk for child abuse.

- 8 Race registrations
- Logo and clickable link to your website featured on The Family Tree website & Event website
- Logo on race t-shirt
- Recognized on stage sign and signage along race route
- Opportunity to set up table to promote product or service and distribute promotional item
- Recognized in social media, e-blasts, promotional flyers, and press releases and The Family Tree's FY22 Annual Report

Walk Sponsor \$1,000

This sponsorship provides 5 classes to a new parent in need of support and education.

- 4 Race registrations
- Logo and clickable link to your website featured on The Family Tree website & Event website
- Logo on race t-shirt
- Recognized on stage sign and signage along race route
- Recognized in social media, e-blasts, promotional flyers, and press releases and The Family Tree's FY22 Annual Report