



# Go For Bo

5K

1 Mile  
Fun Run

Tot  
Dash

Sponsorship



## Rescued from despair. Filled with hope and peace. Go for Bo.

Imagine yourself in Aminata's position; what would you do, where would you go?

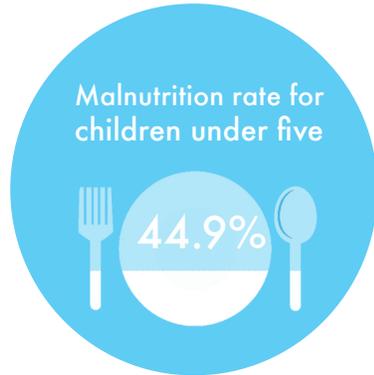
Aminata lives in Sierra Leone, Africa, one of the poorest regions of the world. A few years ago, she and her family traveled miles from their village to the nearest medical facility in the town of Bo, so she could safely give birth to twins. It was there that Aminata's husband abandoned them rather than facing the responsibility of caring for his growing family.

An uncle took Aminata's young family into his tiny home but he could not afford to feed them. They slept on the floor and spent their days begging for food or money. Sadly, Aminata's uncle passed away and his widow forced the family to leave. Aminata and her children were left homeless and starving.

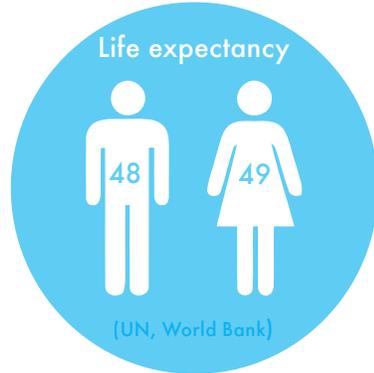
Desperate, she found shelter at the Child Rescue Centre in Bo. There, through the Child Rescue Centre (CRC), a program of Helping Children Worldwide (HCW), Aminata's despair was

replaced with hope. Now, for the first time ever, Aminata sleeps in a bed. Her children's bellies are full. The kids attend school with their friends and find joy in learning. She farms a small plot of land for food, and sells the extra produce at the market for money. Most importantly, the family feels a sense of health, happiness, and peace.

"Thank God, we are alive, happy, and we are no longer begging," Aminata smiles. "I give thanks to God. I send thanks to Helping Children Worldwide and Child Rescue Centre."



# Bo, Sierra Leone, Africa



# GO FOR BO SPONSORSHIP

Go For Bo is a fun, healthy, community event benefiting Virginia-based nonprofit, Helping Children Worldwide whose Child Rescue Centre and Mercy Hospital care for the children of Sierra Leone, Africa.

You can help bring an end to the hopelessness and despair. Together, we can provide life-saving medical care, prevent starvation and rescue vulnerable children. Become a Go For Bo sponsor.

## YOUR GENEROSITY HAS A BIG IMPACT.

- \$250 can provide health care, housing, and education for a child for a year
- \$500 can purchase a refrigerator to store anesthesia drugs for surgeries
- \$1,000 can purchase 2 air conditioning units for the operating room
- \$2,500 can purchase 1 C-section surgical instrument set
- \$5,000 can purchase an infant warming and resuscitation table

Your company will be recognized on race-course signage, Internet highlights, email communication, and race promotion materials.

## VISIBILITY

- 550 anticipated participants
- 1,000 spectators
- Hundreds of flyers and posters distributed throughout the Stafford community
- Email blasts to more than 3000 recipients
- 2000+ Go For Bo website visits between May and November



## Sponsorship Benefits

Race naming rights	•					
Honorary race official	•					
Logo of the front of the race t-shirt	•					
Signage and display tables at packet pick up	•	•				
Signage along the race course	•	•				
Breakfast table signage	•	•				
Logo on all race communications	•	•	•			
Logo on Start/Finish banner	•	•	•			
Logo on back of race t-shirt	•	•	•	•		
Logo on race website	•	•	•	•		
Complimentary race entries	5	5	3	2	1	
Name listed on race t-shirt	•	•	•	•	•	
Shout-out on social media	•	•	•	•	•	
Name included on race website sponsor list	•	•	•	•	•	•
Vendor table on race day	•	•	•	•	•	•
Race packet insert	•	•	•	•	•	•
Complimentary t-shirt	•	•	•	•	•	•

## Title Sponsor

Platinum Sponsor  
\$5,000

Gold Sponsor  
\$2,500

Silver Sponsor  
\$1,000

Bronze Sponsor  
\$500

Brass Sponsor  
\$250

# SPONSORSHIP OPPORTUNITIES

WE  
ARE  
MAKING  
A  
DIFFERENCE





Go For Bo helped purchase an ambulance to get frail children to medical providers who can care for them and to transport suspected Ebola patients to proper treatment facilities.



Go For Bo will equip Mercy Hospital's new operating room (under construction in this picture). Soon the hospital will be able to perform C-sections and other life-saving procedures.



Go For Bo helped educate children like Yusef, who was born to be a village farmer, but grew up and became a doctor.

## Helping Children Worldwide (HCW)

Headquartered in Virginia, Helping Children Worldwide (HCW) is a faith-based 501(c)3 organization that transforms communities by serving vulnerable children and families. Through their two main programs, Child Rescue Centre (CRC) and Mercy Hospital, HCW has been rescuing children since 1999 and providing health care services since 2007.

CRC provides real support to nearly 500 children and youth in Sierra Leone by providing for their education, health care and spiritual mentoring, helping to break the cycle of poverty. Families shouldn't have to decide whether to send their young children to school or to beg in the streets.

Mercy Hospital's mission is to improve infant, child, and maternal health. The hospital provides care to thousands of patients each year, regardless of their ability to pay. Mercy's reach extends into the surrounding villages through community-based clinics and education programs.



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