



FREED TO RUN CHALLENGE

12-Hour & 24-Hour Challenge
Saturday, November 23 – Sunday, November 24

Duval County Courthouse

Benefiting



JACKSONVILLE AREA
Legal Aid

Founder

Mike Freed



GUNSTER
FLORIDA'S LAW FIRM FOR BUSINESS

Race Director: Regina Soeoy

Teams Coordinator: BJ Taylor

Youth Experience Coordinator: Kenny Crowell

Food (and Donations) Director: Brittany Love

Bike/St. Johns County Sponsorships Director: Jim Kowalski



ELDER ADVOCATE PATRON SPONSOR

Freed-to-Run Challenge Elder Advocate Patron Sponsorship

Saturday, November 23 – Sunday, November 24

Duval County Courthouse, Jacksonville

DONATION: \$10,000

BENEFITS

- **Exclusive Endowment Ambassador Status:** Lead the cause as the Endowment Ambassador, leveraging your brand's prominence as the driving force behind the Freed to Run Challenge and the Shelter for Elders endowment's transformative initiatives. Your logo will be prominently featured on all event materials, Freed to Run Challenge website, and social media.
- **Elevated Brand Presence:** Display a grand banner at the start/finish line and along the 1/2-mile route, establishing your commitment to justice, equality, and the Shelter for Elders endowment.
- **Premium Event Space:** Command a premium space at the event, providing a platform to connect with participants and attendees who share your dedication to the endowment's cause.
- **Sponsor Address:** Take the stage during the Finish Line Celebration to share your vision and inspire participants, underscoring the importance of the Shelter for Elders endowment.
- **Logo on Participant T-Shirts:** Have your logo prominently displayed on participant event t-shirts, serving as a tangible symbol of support for the endowment.
- **Dedicated Social Media Posts:** Benefit from dedicated social media posts celebrating your dedication to the Shelter for Elders endowment, justice, equality, and advocacy, reaching an engaged audience.
- **Complimentary Team Entries:** Extend the experience to your company's team members through complimentary race entries, fostering unity and a shared commitment to the Shelter for Elders endowment's cause.

For more information, please call Dennis Harrison
Chief Development Officer, Jacksonville Area Legal Aid
at 904-356-8371, ext. 296, or email dennis.harrison@jaxlegalaid.org



EVENT INFORMATION

The Challenge

The Freed to Run Challenge will take place November 23-24 on the streets surrounding the Duval County Courthouse.

24-Hour Challenge		Saturday, November 23, 12:00 PM
12-Hour Challenge		Saturday, November 23, 12:00 PM
5K Challenge		Sunday, November 24, 11:00 AM
Finish Line Celebration		Sunday, November 24, 12:00 PM

24/12 Hour Challenge Classifications

1. Individual category
2. Relay Teams (maximum 12 runners/walkers per team)
 - a. Both events follow a "go as you please" race format, allowing participants to run, walk, or crawl.
 - b. The distance covered by each team will be measured by counting the number of 1/2 mile laps they complete around the courthouse.
- c. Individuals and relay teams raise funds through our peer-to-peer fundraising portal based on a challenge to run or walk half-mile laps around the Duval County Courthouse in a period of either 12 or 24 hours.

SPONSORSHIPS:

- \$25,000 Presenting Sponsor
- **\$10,000 Elder Advocate Patron Sponsor**
- \$5,000 Housing Equity Defender Sponsor
- \$2,500 Community Empowerment Advocate Sponsor

JACKSONVILLE AREA LEGAL AID'S NEW ENDOWMENT:

We're thrilled to announce our latest initiative, Shelter for Elders, aimed at transforming the lives of indigent seniors in our community by enabling them to age gracefully and securely in their cherished Northeast Florida homes.

Freed to Run and JALA are now working to establish a powerful new endowment that will safeguard and strengthen JALA's housing-related legal assistance for indigent seniors. The endowment will support JALA's work to prevent and address housing issues such as reverse mortgage foreclosures, door-to-door scams, wrongful evictions, substandard living conditions, discriminatory practices, and other shelter-related challenges faced by vulnerable seniors.

This innovative program will provide hope for those facing housing insecurity in their golden years. By contributing to this endowment, you are not just providing financial support; you are launching a transformational journey for countless seniors, granting them access to justice and the opportunity to age with dignity.

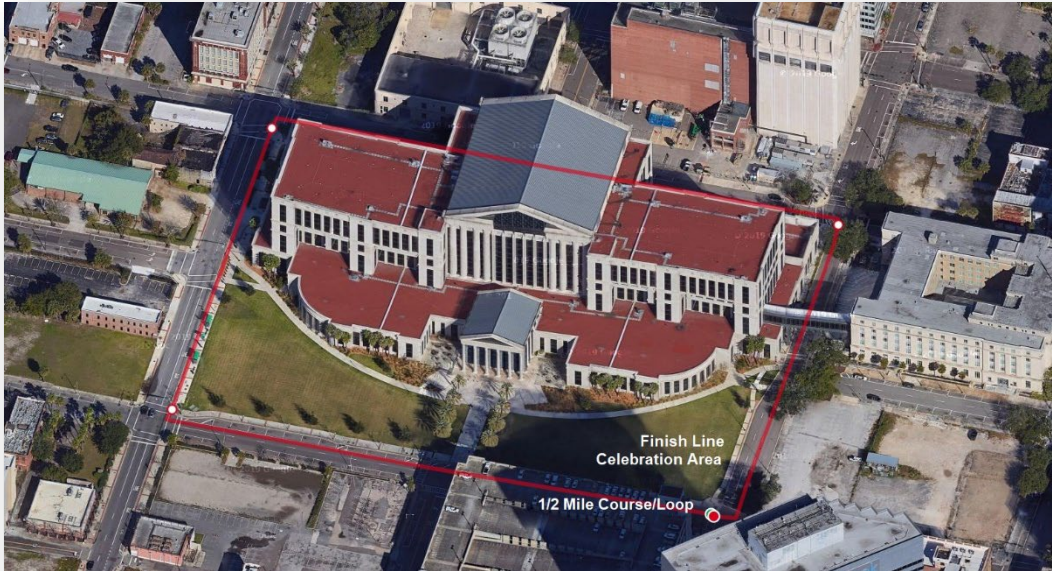
With your generous sponsorship, Shelter for Elders will create a permanent funding source for legal resources, expert counsel, and advocacy services to supplement grant funding designated for seniors that has historically fallen well short of the need.

ABOUT JACKSONVILLE AREA LEGAL AID:

The mission of Jacksonville Area Legal Aid Inc. is to provide high-quality legal assistance to low-income and other special-need groups and to stimulate and empower groups of poor people to accomplish energetic and affirmative advocacy, all to alleviate the circumstances, incidence and causes of poverty.

THE ROUTE/COURSE

Individuals and relay teams raise funds through our peer-to-peer fundraising portal based on a challenge to run/walk half-mile laps around the Duval County Courthouse in a period of either 12 or 24 hours.



Relay team rest stop canopies will be set up on the corner of Adams & N. Pearl Street. The Finish Line Celebration will also be held in this area on Sunday, November 24th at 12pm.

