



# 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 Sooeey

**Teams Coordinator:** BJ Taylor

**Youth Experience Coordinator:** Kenny Crowell

**Food (and Donations) Director:** Brittany Love

**Bike/St. Johns County Sponsorships Director:** Jim Kowalski



## COMMUNITY EMPOWERMENT ADVOCATE SPONSORSHIP

### Freed-to-Run Challenge Community Empowerment Advocate Sponsor

*Friday, November 17 – Saturday, November 18*

*Duval County Courthouse, Jacksonville*

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**DONATION: \$2,500**

### BENEFITS

- **Enhanced Endowment Advocate Status:** Present your logo on the event website and across social media, aligning your brand with the pursuit of ensuring secure housing for indigent seniors through the Shelter for Elders endowment.
- **Prominent Banner Display:** Adorn a banner at the start/finish line, cementing your role as a Senior Housing Defender and a supporter of the Shelter for Elders endowment's impactful initiatives.
- **Engagement Hub:** Occupy a space at the event venue to engage with attendees, sharing your commitment to secure housing for vulnerable seniors and the Shelter for Elders endowment's advancement.
- **Logo on Participant T-Shirts:** Secure logo placement on participant event t-shirts, reinforcing your dedication to senior housing rights and the Shelter for Elders endowment.
- **Verbal Recognition:** Receive verbal recognition during the finish line celebration, showcasing your sponsorship and dedication to securing housing for indigent seniors through the Shelter for Elders endowment.
- **Additional Social Media Exposure:** Benefit from shared social media posts, spotlighting your sponsorship and highlighting your ongoing pursuit of housing security for seniors and the Shelter for Elders endowment.
- **Complimentary Team Entries:** Extend the event experience to your company's team with complimentary race entries, fostering their active participation in promoting secure housing for indigent seniors and 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](mailto: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 Title 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.

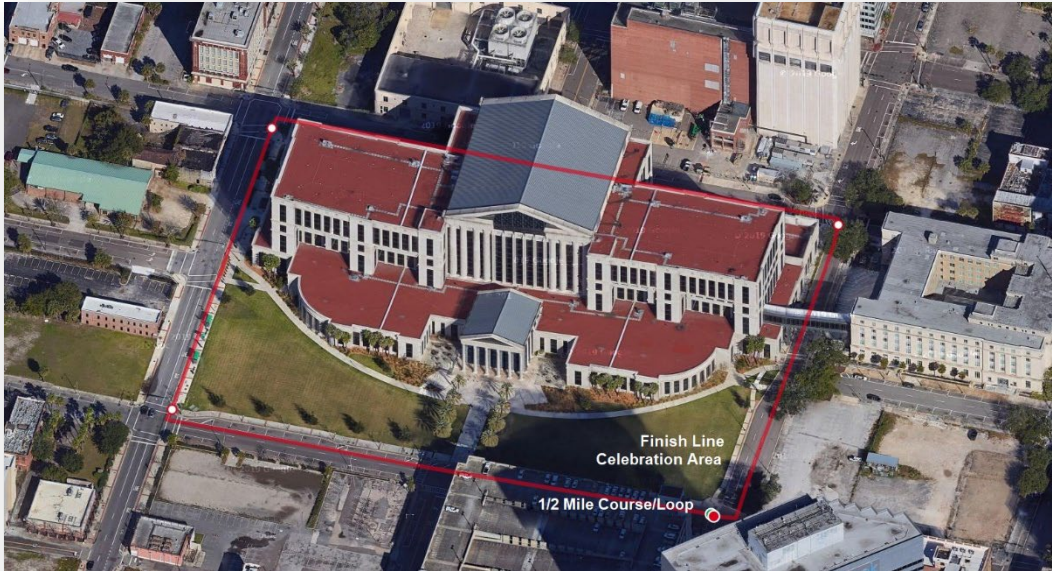
With your generous sponsorship, Shelter for Elders will create a permanent funding source for legal resources, expert counsel, and advocacy services to supplement grant funding designated for seniors that has historically fallen well short of the need.

### 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 24<sup>th</sup> at 12pm.

