



**Project
Safeguard**
Justice and Safety

Sponsor Team PSG for the 2023 Colfax Marathon

Project Safeguard is thrilled to be a charity partner for this year's Colfax Marathon event, with races taking place May 20 & 21, 2023! The Colfax Marathon weekend is the largest marathon weekend in the Rocky Mountains and is expected to attract 35,000 people. Races include a marathon, half marathon, urban 10 miler, and a 5K. In addition, the marathon relay has over 1,300 teams in Corporate, Government, and Open divisions, and is the second largest Marathon Relay in the US. Now in its 15th year, the race has grown to be a nationally recognized event featuring unique courses incorporating the iconic landmarks of the Mile-High City.

Project Safeguard's mission is to empower and partner with people who have experienced gender-based violence, helping them navigate a course of survivor-driven justice through expert, trauma-informed legal advocacy and representation. We achieve this mission by providing non-attorney legal advocacy and attorney services designed to help our clients understand their rights and options within the civil legal system. Recent cuts to government funding sources as a result of the COVID-19 pandemic have decreased Project Safeguard's capacity to provide life-saving legal services to survivors and forced us to suspend our Lawyers for Victims Program. Through this program, launched in 2016, we contract with private attorneys for a flat fee to represent survivors at permanent protection order hearings. Research has found that survivors are much more likely to successfully obtain a protection order when they are represented by an attorney. The funding landscape has become increasingly competitive over the past few years, and we need the support of our community now more than ever.

The Colfax Marathon offers a unique opportunity for nonprofit organizations to raise money and connect with the community. We already have 50 runners signed up to run and raise funds on behalf of Project Safeguard during the race weekend, and our team is still growing! Sponsorship is a great way for businesses to support causes they care about and increase brand recognition. We appreciate your interest in becoming a sponsor for this event and partnering with Project Safeguard to raise awareness about gender-based violence. The next page includes details about sponsorship levels and the benefits that come with your business' tax-deductible donation. We are seeking to raise \$4,000 in sponsorships and we hope you will help us reach this goal!

If you have any questions, please contact Jenn Doe, Development Director, at jenn.doe@psghelps.org or 720-827-3286. If you are ready to sign on as a sponsor you can complete this brief online form <https://form.jotform.com/230377901305047> and we will be in touch about next steps.

Thank you for all you do to support Project Safeguard's work!

Jennifer Eyl, Executive Director

Sponsorship Levels and Benefits

Bronze - \$250:

- Company logo/website link on [event fundraising page](#)
- Company logo/website link in Project Safeguard monthly email newsletters (400 subscribers and growing) in March, April, and May 2023
- Social media shoutout on Project Safeguard's [Facebook](#) (550+ followers), [LinkedIn](#) (125 followers), and [Instagram](#) (200+ followers) featuring company logo, description, and links to company social accounts
- Company logo displayed in booth at Charity Partner Village at the race finish line on May 21
- Company logo and recognition included in runner/fundraiser thank you gifts

Silver - \$500:

- Company logo/website link on [event fundraising page](#)
- Company logo/website link in Project Safeguard monthly email newsletters (400 subscribers and growing) in March, April, and May 2023
- Social media shoutout on Project Safeguard's [Facebook](#) (550+ followers), [LinkedIn](#) (125 followers), and [Instagram](#) (200+ followers) featuring company logo, description, and links to company social accounts
- Company logo displayed in booth at Charity Partner Village at the race finish line on May 21
- Company logo and recognition included in runner thank you gifts
- Single color company logo printed on custom t-shirts to be worn by Team PSG runners

Platinum - \$1000:

- Company logo/website link on [event fundraising page](#)
- Company logo/website link in Project Safeguard monthly email newsletters (400 subscribers and growing) in March, April, and May 2023
- Social media shoutout on Project Safeguard's [Facebook](#) (550+ followers), [LinkedIn](#) (125 followers), and [Instagram](#) (200+ followers) featuring company logo, description, and links to company social accounts
- Company logo displayed in booth at Charity Partner Village at the race finish line on May 21
- Company logo and recognition included in runner thank you gifts
- Single color company logo printed on custom t-shirts to be worn by Team PSG runners
- 5-person relay team registration OR up to (5) 5K registrations (*March 6 deadline for this benefit*)

Gold - \$2000:

- Company logo/website link on [event fundraising page](#)
- Company logo/website link in Project Safeguard monthly email newsletters (400 subscribers and growing) in March, April, and May 2023
- Social media shoutout on Project Safeguard's [Facebook](#) (550+ followers), [LinkedIn](#) (125 followers), and [Instagram](#) (200+ followers) featuring company logo, description, and links to company social accounts
- Company logo displayed in booth at Charity Partner Village at the race finish line on May 21
- Company logo and recognition included in runner thank you gifts
- Single color company logo printed on custom t-shirts to be worn by Team PSG runners
- 5-person relay team registration OR up to (5) 5K registrations (*March 6 deadline for this benefit*)
- (5) custom printed Team PSG technical t-shirts and (5) pairs of [Goodr sunglasses](#)

Social Media Audience Demographics

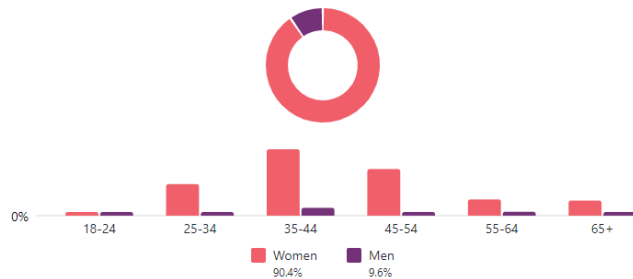
In the coming months, we will be highlighting our sponsors through our social media accounts and email marketing, and our runners will be sharing our content to raise funds and further increase our reach. We send a monthly email newsletter and have over 400 email subscribers, with a 55% open rate over the past 30 days. We are active on [Facebook](#), [LinkedIn](#), and [Instagram](#), and have included data about our audience below.

Facebook and Instagram

Facebook Page followers ⓘ

551

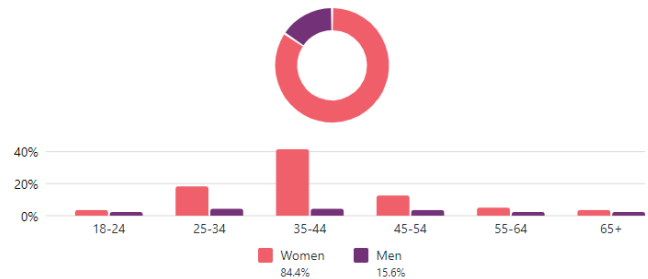
Age & gender ⓘ



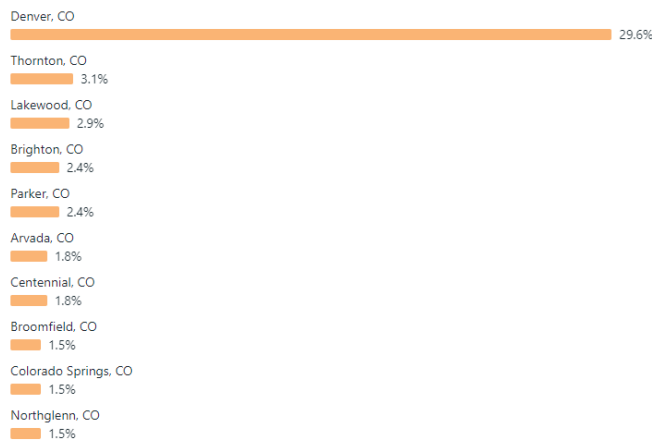
Instagram followers ⓘ

202

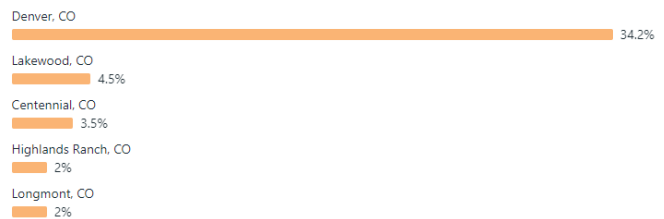
Age & gender ⓘ



Top cities



Top cities



LinkedIn

Industry ⓘ

Legal Services - 17 (13.6%)

Law Practice - 11 (8.8%)

Higher Education - 8 (6.4%)

Government Administration - 8 (6.4%)

Mental Health Care - 8 (6.4%)

Non-profit Organizations - 7 (5.6%)

Community Services - 7 (5.6%)

Civic and Social Organizations - 5 (4%)

Primary and Secondary Education - 4 (3.2%)

Education Administration Programs - 3 (2.4%)

Location ⓘ

Denver Metropolitan Area - 85 (88%)

Greater Colorado Springs Area - 3 (2.4%)

Greater St. Louis - 2 (1.6%)

Washington DC-Baltimore Area - 2 (1.6%)

Las Vegas Metropolitan Area - 2 (1.6%)

Portland, Maine Metropolitan Area - 1 (< 1%)

Greater Tampa Bay Area - 1 (< 1%)

Miami-Fort Lauderdale Area - 1 (< 1%)

Greensboro-Winston-Salem-High Point Area - 1 (< 1%)

Greater Syracuse-Auburn Area - 1 (< 1%)