

Jennifer Highfield

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www.TheCheckpoint.org

www.CrucibleHike.org

- **WHY SPONSOR THE CRUCIBLE?**

Proceeds benefit Checkpoint. Checkpoint changes the way that Veterans and military families connect with resources in our region. Checkpoint serves Southwest PA and the **220,000 Veterans** living in our community. This number ranks as **the nation's second largest Veteran population** with no regional active military base.

- **WHAT IS CHECKPOINT?**

Checkpoint is a **one-of-a-kind online resource** for area Vets and their families, providing access to a centralized online information portal and the vast array of peer-vetted resources and connections that they can benefit from – right here in southwestern Pennsylvania.

Checkpoint is an **online gateway for all resources and programs serving Veterans** in our area. At Checkpoint, our mission is to empower Veterans and military families living in southwestern Pennsylvania by improving connections between them and service organizations and their local communities.

- **CHECKPOINT IS A DESTINATION.**

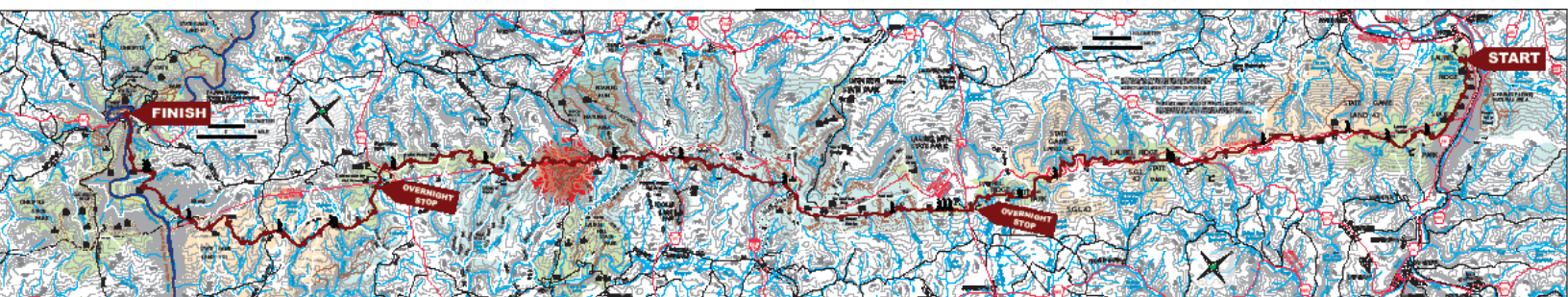
Checkpoint reduces confusion and misinformation that Veterans and military family members face every day when looking for the groups, resources and services that can help them to build great lives here in southwestern PA. Individuals can search to **find the right Veteran & military resources** to fit your needs, find out about upcoming events and plug into a rating system that cuts through the confusion about what's working and what's not. Best of all, we **empower veterans to become their own advocate** in a way that's never been done.

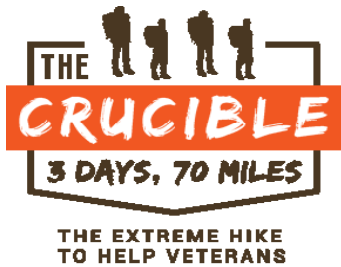
Checkpoint is the new center of the universe for Veteran and military services in SWPA.

Checkpoint Resources &

Services include:

Advocacy
Benefits Assistance
Connecting Veterans
Education
Elected Officials
Emergency
Employment
Families
Female Veterans
Financial
Government Services
Homeless Services
Housing
Legal
Mental Health
Physical Health
Referrals
Research
Spiritual
Substance Dependency
Transportation
VA Services
Volunteer Opportunities





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• THE CRUCIBLE – AN EXTREME HIKE TO HELP VETERANS

50 Athletes. 3 Days. 70 Miles. This is an extreme and unique opportunity to support athletes willing to push their limits in support of military veterans. These well-conditioned individuals will tackle the Pennsylvania Laurel Highlands Trail for a 3-day, 70+ mile extreme hike with a full gear pack. The Crucible extreme journey through some of Pennsylvania's most spectacular scenery is not for the faint of heart.

The Crucible hikers will have access to overnight shelter areas with food, medical attention and plenty of campfires and stories. The physical and mental challenges associated with the 3-day event mirror the timeless **military credo** – “**we’re all together on this**”.

It's a journey of passion, determination and personal triumph, as much as it's an opportunity to make a difference in the lives of our veterans who sacrificed so much for our Freedom and Safety.

Day 3 is an 11 mile hike open to hikers and walkers of all fitness levels and will culminate in an **end of trail, finish line festival**.

• BECOME A SPONSOR!

Please see the sponsorship packages and benefits available to your business and keep in mind that we can customize a sponsorship to meet your community relations, marketing and corporate social responsibility goals. All sponsors receive The Crucible logo, tagline and graphics for use in marketing communications.

EXECUTIVE DIRECTOR, JARED SOUDER

• *United States Army Reserve*

• *Bachelor's Degree from Youngstown State University*

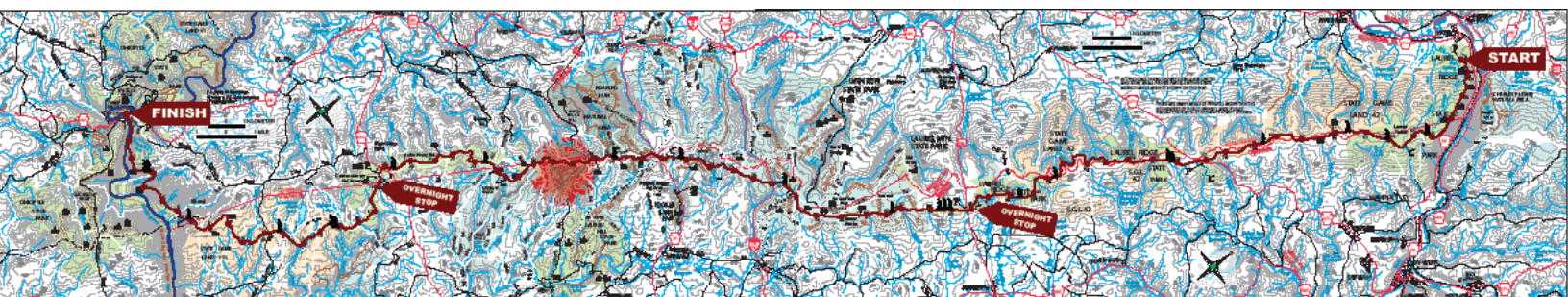
• *Distinguished Military Graduate earning an active duty commission as an Army logistics officer*

• *4th Infantry Division's 3rd Brigade Combat Team, in Iraq from late 2005 into 2006*

• *MBA from University of Pittsburgh, Katz Graduate School of Business*

In late 2009, Jared became the Executive Director of Veterans Place of Washington Boulevard, a Pittsburgh nonprofit dedicated to ending homelessness among the region's Veterans.

In 2010, while at Veterans Place, he was part of a small group of local leaders and community representatives who created a peer-to-peer collaboration and information-sharing network of service providers western Pennsylvania. That group, focused on better delivery of services to Veterans and military families through inter-agency collaboration and information sharing, ultimately became part of the inspiration for the creation of Checkpoint.





THE EXTREME HIKE
TO HELP VETERANS

Powerful Sponsorships

PRESENTING SPONSOR \$10,000 THE CRUCIBLE – PRESENTED BY ...

Sponsorship benefits include all 'Start/Finish Line Sponsor' benefits, plus:

- Company name recognized as Presenting Sponsor in all event communications and materials
- Recognition at the Pre-Hike Press Event, plus other live media updates
- Prominent positioning of Sponsor's logo at The Crucible's Start/Finish Lines and press background for PR coverage, on back of event t-shirt, overnight rest areas and other custom event banners
- Opportunity for company CEO to speak at the Start and/or Finish lines
- Three :30 second TV commercials in the television production
- Additional exposure opportunities when film is shown at special events
- Opportunity to present the TV show to your team members

START / FINISH LINE SPONSOR \$7,500 Sponsorship benefits include 'Hiker Sponsor' benefits, plus:

- Company name recognized as a Start/Finish Sponsor in all event communications and materials
- Two (2) :30 commercials in the television production
- Prominent positioning of Sponsor's logo at The Crucible's Start/Finish Lines

HIKER SPONSOR \$5,000 Sponsorship benefits include 'Camp Sites & Rest Area Sponsor' benefits plus:

- Company name recognized as Hike Sponsor in all event communications and materials
- Recognition at the Pre-Hike Press Event, plus other live media updates
- Prominent positioning of Sponsor's logo at The Crucible's Start/Finish Lines
- One (1) :30 commercials in the television production

CAMP SITES & REST AREAS SPONSOR \$2,500 Sponsorship benefits include:

- Prominent positioning of Sponsor's logo at all of The Crucible's Rest Stops (approximately 8) and both Overnight Camp Sites on the trail
- Sponsor's logo displayed and web linked Checkpoint's website (www.TheCheckpoint.org)
- Sponsor's logo displayed and web linked on The Crucible's Official website and a story about why your organization decided to "stand up" this tremendous Veteran's cause
- Visibility on The Crucible Social Media platforms (Facebook, Twitter and Instagram) along with posts and reposts from the front lines of The Crucible leading up to, during and after the event under The Crucible hashtag
- Opportunity to submit marketing collateral and promotional offers for the event welcome packet
- Sponsor's logo displayed on back of event t-shirt and other custom event banners
- One (1) Camp Site & Rest Area Sponsor acknowledgment in the television production

IN KIND & up to \$2,500 SPONSORS Sponsorship benefits include:

- Visibility on The Crucible Social Media platforms (Facebook, Twitter and Instagram) along with posts and reposts from the front lines of The Crucible leading up to, during and after the event under The Crucible hashtag
- Acknowledgment of your specific contribution at the point of engagement or usage
- Opportunity to submit marketing collateral and promotional offers for the event welcome packet
- Sponsor's logo displayed and web linked Checkpoint's website (www.TheCheckpoint.org)
- Sponsor's logo displayed and web linked on The Crucible's Official website

All sponsorship agreements will be executed on a first-come, first-served basis.

*TV Production pending, once fundraising goals are met.

