



**ICADV** IOWA COALITION AGAINST  
DOMESTIC VIOLENCE

# THE RAD RUN

## WALK & STROLL

**9/28/25**

**WATER  
WORKS  
PARK**

Break out the leg warmers and cassette tapes and join us for a 5K fundraiser to honor ICADV's 40 years of work to end domestic violence!

**2025 Sponsorship  
Proposal!**

[www.icadv.org](http://www.icadv.org)



# Big Hair, Big Heart, Big Impact – Sign on to Sponsor The RAD Run: ICADV's 40th Anniversary 5K Race!

## Dear Community Friends,

Dust off your leg warmers, grab your sweatbands, and get ready to move – 1980s style! The Iowa Coalition Against Domestic Violence (ICADV) is thrilled to announce that in recognition of our 40th anniversary, we will be hosting [The RAD Run](#), and we want you to be part of the fun!

Since 1985, ICADV has been a driving force in supporting survivors, advocating for change, and creating safer communities across Iowa. But this milestone year isn't just about looking back – it's about rallying together to keep the momentum going. Domestic violence impacts the health and safety of our entire community, and at the Coalition, we work tirelessly to promote violence-free living for ALL Iowans. Last year alone, 49,795 Iowans sought resources and assistance through the 22 statewide victim service provider agencies we support and represent.

Confronting domestic violence is no small task – but it's a fight we can take on together. By sponsoring this event, your organization can play a direct role in prevention, awareness, and support for survivors across Iowa.

## Full Event Details

Our RAD Run, set to take place on Sunday, September 28, 2025, at Water Works Park in Des Moines will be an unforgettable celebration featuring an '80s-themed experience – from big hair to neon gear, we're bringing the best of the decade to the starting line. But more importantly, this event is a powerful opportunity to engage with the community and showcase your company's commitment to standing in solidarity with survivors, families, and advocates across the state.

## Your Impact

By sponsoring the event, you will:

- Gain valuable brand visibility in front of a diverse audience of runners, community members, and advocates.
- Showcase your support for a critical cause and make a direct impact on survivors and their families.
- Engage with employees, clients, and the community in a fun and meaningful way.

We've included our sponsorship levels in the attached packet, outlining the exciting ways your organization can get involved. Whether you've partnered with ICADV before or this is your first time engaging with us, this is the perfect chance to make a difference, have some fun, and discover how our work has and will continue to impact our efforts to create safe communities where everyone can thrive.

## Join Us!

Let's make this RAD Run a totally tubular success! Our team would love the opportunity to discuss our organization and programming with you and the opportunity to collaborate this fall. Please contact Lindsay Pingel, director of Community Engagement, at 515.244.8028 or [lindsayp@icadv.org](mailto:lindsayp@icadv.org).

Thank you for your time and for considering this opportunity to run, walk, or do The Running Man in support of survivors and safer communities. We hope to see you at the starting line!

Sincerely,

*Maria B. Corona*

Maria Corona, PhD  
Executive Director  
Iowa Coalition Against Domestic Violence



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# Iowa Coalition Against Domestic Violence

## Our Mission

We seek to engage all people in a movement to change the social and political systems that perpetuate violence.

## Our Expertise



Provide quality, certified training and expertise to meet trauma-informed standards of care.



Engage in public policy conversations to strengthen laws, prioritize survivors' needs, and create safer communities.



Increase community awareness and response to the root causes of violence and solutions to prevent it.



Promote effective responses and improve access to support for survivors, families, and communities.

## Our Story

### Everyone in Iowa deserves to feel SAFE.

The Iowa Coalition Against Domestic Violence works alongside a statewide network of 22 victim service provider agencies to connect survivors to the resources and services they need and advocate for policy and community change that makes Iowa safer for everyone.

Feeling physically, mentally, and emotionally safe are basic human rights that every person and child deserves. When anyone in our community experiences violence, it affects the collective health of the entire population.

We take a survivor-centered approach to victim services and believe that community-based agencies and interventions, healthcare, schools, and government systems should work together to listen and respond to the experiences of those most vulnerable in our communities. By doing so, we can enhance the safety of survivors and their families so everyone has the ability to thrive and live a life free from violence.

# The RAD Run Sponsorship Opportunities



## Presenting Sponsor – \$7,500 (Exclusive) – (1 Available)

- The RAD Run presented by [Your Company] on all event materials (print and electronic)
- Banner placement at start/finish lines and main stage area
- Company Name acknowledgment during the event
- Company Name on ICADV website and event webpage
- Company Name on all media including opportunities to do LIVE on-air interviews
- Feature in ICADV's e-newsletter and a social media spotlight in September
- 20 complimentary race entries, including T-shirts for each participant
- Promotional items or flyer in all swag bags
- Thank you, gift to company after the race
- Access to professional race photos after the event free of charge



## Race Bib Sponsor – \$5,000 – (1 Available)

- Company name on all race bibs worn by participants
- Company name on event materials (print/electronic)
- Banner placement at start/finish line and main stage area
- Company name on ICADV website and event webpage
- Company name in media materials
- Feature in ICADV's e-newsletter and a social media spotlight in September
- 15 complimentary race entries, including T-shirts for each participant
- Promotional items or flyer in participant swag bags
- Thank you, gift, to company after the race
- Access to professional race photos after the event free of charge



## Medal Sponsor – \$3,000 – (1 Available)

- Company name on participant medals
- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name in ICADV August newsletter and social media recognition
- 10 complimentary race entries, including T-shirts for each participant
- Promotional items or flyer in participant swag bags
- Access to professional race photos after the event free of charge

To confirm your sponsorship, scan the QR code or visit [www.icadv.org](http://www.icadv.org).



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You can also schedule a time to discuss this opportunity or another in more detail, ask questions, or receive additional information by calling Lindsay Pingel, Director of Community Engagement, [lindsayp@icadv.org](mailto:lindsayp@icadv.org) or call 515.421.4658.



# RAD Run Sponsorship Opportunities

## Mile Marker Sponsor - \$2,000 (3 Available)



- Company name on signage at mile marker 1, 2, or 3
- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name in ICADV August newsletter and social media recognition
- 5 complimentary race entries, including T-shirts for each participant
- Promotional items or flyer in participant swag bags
- Access to professional race photos after the event free of charge

## Swag Bag Sponsor - \$2,000 (1 Available)



- Company name on swag bags
- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name in ICADV August newsletter and social media recognition
- 5 complimentary race entries, including T-shirts for each participant
- Promotional item or flyer in participant swag bags
- Access to professional race photos after the event free of charge

## Registration Sponsor - \$1,500 (1 Available)



- Company name at day of event registration table and on registration signage throughout event
- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name placement in ICADV August newsletter and social media recognition
- 5 complimentary race entries, including T-shirts for each participant
- Promotional item or flyer in participant swag bags
- Free access to professional race photos

## Water Station Sponsor - \$1,500 (1 Available)



- Company name on water stations and on water bottles
- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name placement in ICADV August newsletter and social media recognition
- 5 complimentary race entries, including T-shirts for each participant
- Promotional item or flyer in participant swag bags
- Free access to professional race photos
- Opportunity for company volunteers to distribute water

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# RAD Run Sponsorship Opportunities



## Entertainment Sponsor – \$1,000 (1 Available)

- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name in ICADV August newsletter and social media recognition
- 3 complimentary race entries, including T-shirts for each participant
- Promotional items or flyer in participant swag bags
- Access to professional race photos after the event free of charge



## Sweatband Sponsor – \$1,000 (1 Available)

- Company name on sweatband for each participant
- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name in ICADV August newsletter and social media recognition
- 3 complimentary race entries, including T-shirts for each participant
- Promotional item or flyer in participant swag bags
- Access to professional race photos after the event free of charge



## Photo Sponsor – \$1,000 (1 Available)

- Company name on all official race photos
- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name placement in ICADV August newsletter and social media recognition
- 3 complimentary race entries, including T-shirts for each participant
- Promotional item or flyer in participant swag bags
- Free access to professional race photos



## Marketing Sponsor – \$500 (1 Available)

- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name placement in ICADV August newsletter and social media recognition
- 2 complimentary race entries, including T-shirts for each participant
- Promotional item or flyer in participant swag bags
- Free access to professional race photos

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# Totally 80's Run Sponsorship Opportunities



## Race Route Sponsor - \$250 (20 Available)

- Company name on 18x24 signage placed along the race route
- Company name on event materials (print/electronic)
- Company name on ICADV website and event webpage
- Company name in media materials
- Company name in ICADV August newsletter and social media recognition
- 2 complimentary race entries, including T-shirts for each participant
- Promotional items or flyer in participant swag bags
- Access to professional race photos after the event free of charge



## In-kind Sponsor - Custom Packages

- Media Sponsorship
  - Examples include local radio, TV, or print promotions for pre- and day-of event.
  - Marketing package will be customized based on a mutual agreement between ICADV and business.
- Printing Sponsorship
  - Examples include flyers, signage, race bibs
  - Marketing package will be customized based on a mutual agreement between ICADV and business.
- Food and Beverage Sponsorship
  - Examples: Pre- and post-race snacks, hydration drinks such as Gatorade/Powerade
  - Marketing package will be customized based on a mutual agreement between ICADV and business.



## Custom Sponsor Package

- Customized marketing package based on a mutual agreement between ICADV and business. Please contact Lindsay Pingel, director of Community Engagement with ICADV, to discuss custom sponsorship ideas/proposals.

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