

WAYNE GREEN ENTERPRISES, INC.

WGE CENTER PETERBOROUGH, NH 03458-1194 603-924-9261

City Clerk

City Council

795 Massachusetts Ave

Cambridge, MA 02139

RUN FOR HUNGER: AMERICA '85

Jonathan P. Raymond,
Executive Director

Board of Directors

Raymond Flynn
Mayor of Boston

John F. Kerry
United States Senator

James Shannon
United States Congressman

Michael Ventresca
Associated Industries of Massachusetts

Warren Salinger
Unitarian Universalist Service Committee

Vivienne Simon
Grassroots International

Event Management

T.R.A.C.S. Inc.

Race Director -- Fred Treseler

Promotions Coordinator -- Barbara Bickford

617-277-2972



CITY OF BOSTON • MASSACHUSETTS

OFFICE OF THE MAYOR
RAYMOND L. FLYNN

January 23, 1985

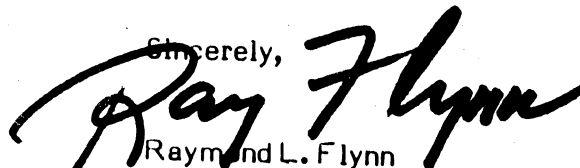
To Whom It May Concern:

This letter is to express my support for the project, Run for Hunger: America '85, a 10 kilometer road race whose proceeds will benefit the famine and drought-plagued countries of the world.

Starting in Boston, Massachusetts, this project has two goals: First, to increase community awareness as to the seriousness of the famine problem facing countries such as Ethiopia. Second, to provide a mechanism of continual aid and support for the emergency relief aid and long-term development programs that are being set-up in these countries by Run for Hunger: America's 85 co-sponsors, Grassroots International, and the Unitarian Universalist Service Committee.

As Mayor of the City of Boston, I am offering my support to projects like Run For Hunger: America '85, because I feel that it is only appropriate that our great city continue to be at the forefront in taking the initiative in the hope of finding long-term solutions to the problems of world hunger.

Sincerely,


Raymond L. Flynn
Mayor

RLF/dp 0563C

TABLE OF CONTENTS

Letter of Support	i
Table of Contents	1
Run to End World Hunger: America '85 Profile	2
The Goal	3
The Concept	4
The Event	5
Sponsorship	7
Primary Sponsorship	8
Secondary Sponsorship	9
Merchandise or Services Sponsorship	10
Pledge Sponsorship	11
Budget	12
Closing Remarks	13

EVENT PROFILE

On Sunday, November 10, 1985 at 1:00pm, the City of Boston will proudly host the first annual Run to End World Hunger: America '85, a unique public mobilization project to aid the hungry of the world.

Through an annual 10K road race in Boston, Run to End World Hunger: America '85 will raise money through race registration fees and a corporate sponsorship system. It is our belief that by getting the American people actively involved in a physical effort, to literally run to end world hunger, we can help increase participation and maintain public focus on the issue.

All of the benefits and proceeds gained from the Run to End World Hunger: America '85 will be distributed through the Unitarian Universalist Service Committee and Grass-roots International. These relief organizations are set up to distribute emergency aid and development assistance, and they currently have programs operating in the famine and drought stricken countries.

We are deeply concerned with assisting the hungry of the world, including those in the Boston area. For this reason, the Run to End World Hunger: America '85 will set up a collection area for non-perishable food items near the starting line at the Boston Common. All participants are encouraged to donate canned goods, and will receive a commemorative t-shirt for their generosity. The food collected will be distributed to needy families in the Boston area in time for Thanksgiving.

We invite you to join us in our efforts to wipe out world hunger, for our race has just begun.

THE GOAL

Run to End World Hunger: America '85 has two primary goals:

- * To increase community awareness as to the seriousness of the famine and drought problems facing the countries of the world, and
- * To provide a mechanism of continuous aid and support for famine relief and development efforts operating in these countries.

We also hope to educate the Boston public about hunger problems in our immediate area, and to aid these needy families through a food drive at the race site.

THE CONCEPT

As concerned and active leaders in our communities, we are disturbed by problems afflicting the famine and drought stricken countries of the world. Through the Run to End World Hunger: America '85, we hope to establish a continuous public focus on the problems associated with famine and drought, as well as a constant flow of aid for emergency relief and long term development in these countries.

Right now the worldwide appeal to stop hunger is a "hot" charitable cause. Last year at this time, a group of English rock stars performed together and produced an album whose total proceeds will be donated to Ethiopia. Likewise, musicians in Canada and in the United States also gathered together and produced two more albums. Most recently, all of these artists participated in a "Live Aid" concert that spanned two continents and raised millions of dollars for famine relief.

However, the most serious problem of famine and drought stricken countries is one of duration. Even the most conservative estimates show that countries like Ethiopia will be in an emergency situation throughout at least the next year. Once the media shifts their attention and focus, the public is distracted. Thus, emergency relief and development programs end up only partially funded. We believe that the Run to End World Hunger: America '85 is the ideal mechanism to educate the public as to the seriousness of famine and drought, and to generate continual awareness of the problems in these countries.

The Run to End World Hunger: America '85 will focus on one country each year. In this way, we can gather enough funding to make a positive contribution without spreading ourselves too thin. As the race will be an annual event, we will be able to provide a constant flow of aid for emergency relief in the country it is most needed. At the same time, a food drive at the race site will aid the hungry in our own community -- and we will continue to "Run" until hunger is eliminated from our world.

THE EVENT

The Run to End World Hunger: America '85 will be held on Sunday, November 10, 1985 at 1:00pm.

The chosen race course is the traditional path for the all women's race (formerly the Bonne Bell) in Boston. A fast 10K loop, the Run to End World Hunger: America '85 marks the first time men will have the opportunity to test their skill on this course. The start and finish area at the Boston Common provides an ideal in-city location for this event, with the race proceeding through Boston and Cambridge to minimize congestion in the downtown shopping areas.

The early November date was chosen to achieve maximum participation and exposure. With the holiday season fast approaching, people are very aware of events occurring around them. The Thanksgiving holiday serves as a day to be grateful for all that we have, and raises our consciousness of those who have nothing. It is also symbolized as a great feast: another reminder to us of those in other parts of the world who are starving.

Activities related to the Run to End World Hunger: America '85 will include:

- * Kick-off press conference to announce the event, to educate the public about drought and famine stricken countries, and to introduce the sponsors.
- * Continuous updates on sponsors joining our efforts and race updates through various media channels including television, radio, and print media.
- * Pre-race registration on the morning of November 10th at the Boston Common. Information on famine relief will be distributed by the Unitarian Universalist Services Committee and Grassroots International.
- * Canned food donations will be collected for victims of hunger in Boston. All runners who donate canned goods will receive a t-shirt commemorating the Run to End World Hunger: America '85.

- * The Honorary Chairman will greet the participants and shoot the starting gun at 1:00pm.
- * WZOU radio will cover the race live, with additional coverage by television, newspapers and magazines.
- * Awards ceremony after the last runner has finished. Merchandise awards will be presented to the top 5 finishers overall, and the top three finishers in the following categories for men and women:
 - 19 and under
 - 20 - 29
 - 30 - 39
 - 40 - 49
 - 50 - 59
 - 60 and over
 - wheelchair division
- * Follow up distribution of race results to participants and media channels.
- * Announcement of proceeds earned and an itemized list of major sponsors and amounts contributed at a press conference. Also presentation of check for funds collected to the Unitarian Universalist Services Committee and Grassroots International.
- * Follow up release about the distribution of canned goods donated at the race site, and the benefits gained through the proceeds earned in the Run to End World Hunger: America '85.

SPONSORSHIP

As with any major sports charity event, the success of Run to End World Hunger: America '85 depends in large part on obtaining the financing to execute the project. We are seeking a sponsor or group of sponsors who share our objective and concerns, and we are willing to work with you and your organization to reach the most mutually beneficial arrangement.

In return for your sponsorship, we are offering you a chance to be at the forefront of one of the world's most charitable campaigns; stopping the spread of famine, drought and hunger in our world. By joining us, you will be participating in the world wide appeal to stop hunger. The public will see that you are a company interested in supporting a continuous effort to aid the famine stricken countries of the world, which can only enhance your public image.

Beyond involving you in one of the most salient issues of our time, we also offer the obvious advantages of tax deductions, association with an athletic event, excellent media exposure, credibility, goodwill and publicity at a fraction of the cost of paid advertising. The advantages and potential of this package far outweigh the relatively small price tag.

As a sponsor, your company name and or product may be advertised on all of our marketing brochures and race registrations forms. These will be distributed in such locations as sporting goods stores, running shops, health clubs, supermarkets, and shopping malls throughout the Greater Boston area. Your name may appear on all our race t-shirts and registration numbers as well as on the banner over the finish line and on mileage markers and water stops throughout the course. Your name may be included in any or all announcements made by the radio station covering the event. In addition, you will be included in all pre- and post-race activities. Of course, the level of sponsorship will dictate the degree of exposure and promotional consideration.

Primary Sponsorship

We offer the following benefits to our primary sponsor/sponsors from the time they commit to the Run to End World Hunger: America '85:

TAX DEDUCTION

Due to 501 3C status

ADVERTISING

Product name and logo on all press releases, television ads, newspaper ads, and magazine ads.

ENTRY FORMS

Name and/or logo included on all printed entry forms, such as registration forms, brochures, programs and posters.

PRESS CONFERENCES

Advertising and representation at press conferences and other public appearances which include celebrities and public officials.

MEDIA EXPOSURE

Unrestricted sign exposure and product name use in television and newspaper coverage.

ON-COURSE SIGNS

Major signs at the start and finish areas and at mileage markers and water stations along the course.

T-SHIRTS

Logo on all race T-shirts

COMMUNITY LEADERSHIP

Association with a charitable cause

POST-RACE GALA

Major signs, representation, and product participation in post-race festivities.

Primary Sponsor Contribution: minimum of \$10,000

Secondary Sponsorship

Secondary sponsors are eligible for the following benefits:

TAX DEDUCTION

Due to 501 3C Status

ADVERTISING

Product name and logo on all event letterhead, television ads, newspaper ads, and magazine ads.

PRESS CONFERENCES

Representation at press conferences and other public appearances which include celebrities and public officials.

T-SHIRTS

Name or logo on all race t-shirts

COMMUNITY LEADERSHIP

Association with a charitable cause

POST-RACE GALA

Representation and product participation in post-race festivities.

Secondary Sponsor Contribution: Minimum cash contribution of \$5,000 plus goods and/or services.

Merchandise or Services Sponsorship

Dependant upon the goods and/or services contributed, a merchandise or services sponsor may receive the following benefits:

TAX DEDUCTION

Due to 501 3C Status

ADVERTISING

Product name on all press releases, newspaper ads, and magazine ads, as well as entry forms, programs, and posters.

PRESS CONFERENCES

Representation at press conferences and other public appearances which include celebrities and public officials.

USE OF PRODUCT

Display and distribution of product donated to participants.

POST-RACE GALA

Representation and product participation in post-race activities.

COMMUNITY LEADERSHIP

Association with a charitable cause.

Merchandise or Service Sponsor Contribution: As negotiated

Pledge Sponsorship

In addition to primary sponsors, secondary sponsors, and merchandise and service sponsors whose cash and material contributions will aid in defraying the expenses of organizing and managing the Run to End World Hunger: America '85, we hope to recruit a number of corporate "pledge" sponsors. These sponsors will pledge a fixed amount per participant in the Run to End World Hunger: America '85. For example, if a corporation pledged to contribute \$2 for each official participant, and 1,000 people entered, that corporation would be responsible for a donation of at least \$2,000.

After expenses, all contributions collected from pledge sponsors would be donated directly to aid famine and drought victims. In return for your pledge, all pledge sponsors will receive the following benefits:

TAX DEDUCTION

Due to 501 3C Status

PRESS RELEASES

As corporations make their pledges, an announcement will be made to the television, radio, and print media in the Greater Boston area.

It is our goal to maximize corporate involvement and media exposure by initiating a corporate challenge, whereby one corporation that has made a pledge to the Run to End World Hunger: America '85 will challenge other companies of a similar nature to match their pledge.

PRE AND POST-RACE ACTIVITIES

Representation at all pre- and post-race activities.

POST-RACE PUBLICITY

All pledge sponsors will be listed in the print advertising following the event. Press releases will be distributed to all area media listing all pledge sponsors and the amounts contributed. Sponsors will be invited to and recognized at the post-race press conference.

COMMUNITY LEADERSHIP

Association with a charitable cause.

Pledge Sponsor Contribution: Minimum of \$1.00 per entrant

BUDGET

Materials and Equipment

Printed Material	\$500	
Mailing/Postage	500	
Telephones	300	
Office Supplies	400	
Prizes & Awards	1500	
Staging & Finish Chutes	2000	
Toilet Rental	500	
Tent Rental	1000	
Registration Tables, Chairs	500	
Truck Rental	400	
Post Race Activities	<u>2000</u>	
		\$9600

Advertising and Promotions

Logo Design	100	
Advertising	1500	
Photography	500	
Banners	500	
Press Kits	700	
Press Conference	700	
T-shirts	3000	
Sound System	1000	
Race Announcer	<u>500</u>	
		\$8500

Operating Expenses

Police	3000	
Medical	500	
TAC Insurance	<u>50</u>	
		\$3550

Race Management

Race Director	1800	
Promotions Coordinator	<u>1200</u>	
		\$3000

TOTAL EXPENSES:		\$24650
-----------------	--	---------

SUMMARY

Our goal is to establish a 10K road race in Boston to supply continuous aid to the famine and drought stricken countries, while at the same time generate greater involvement and support from the American people. We also hope to aid the hungry in Boston through a food drive at the Boston Garden the morning of the race.

We believe in this charitable cause, as do millions of other concerned Americans, and have high expectations for the Run to End World Hunger: America '85. Conservative estimates show that we can expect between 800 to 1,000 participants.

We have already involved local and federal government officials, as our Board of Directors list indicates. With their help and support, we expect to be able to attract celebrities such as runners and professional athletes who can enhance our credibility and public appeal. Furthermore, we have secured radio and television coverage for the Run to End World Hunger: America '85 which will assure that our event continues to receive media attention.

We know our efforts will succeed, because we have confidence in the American people. Our great nation was founded by those individuals who had the spirit and the determination to stand and take the initiative in finding solutions to the problems of their world. In doing so they chartered new courses. They were pioneers and leaders, driven to make the lives of the people around them better, safer, and freer. Now, more than ever, this spirit needs to be rekindled. A seed of hope has been planted, and it must continue to grow.

We invite you to join with us in stepping forward and helping those suffering from hunger. Without your help, this race can never be won.

Run for Hunger: America '85

Executive Director
Jonathan P. Raymond

Co-sponsored by



Unitarian Universalist
Service Committee



GRASSROOTS
INTERNATIONAL

a people-to-people partnership
for social change

Board of Directors
Raymond Flynn
Mayor of Boston
John F. Kerry
United States Senator
James Shannon
United States Congressman
Michael Ventresca
Associated Industries of Massachusetts
Vivienne Simon
Grassroots International
Warren Salinger
Unitarian Universalist Service Committee
Mark Myette
Robert We...ciates

September 3, 1985

City Clerk
City Council
795 Massachusetts Ave
Cambridge, MA 02139

Dear City Clerk:

I have enclosed a copy of Run To End World Hunger: America '85's race proposal, and I hope that it will give you a better understanding of our goals and objectives.

As I mentioned to your associate over the telephone, we are seeking support from the City of Cambridge for our race which is scheduled to be run on November 10th in the cities of Boston and Cambridge. Our objectives are to raise money to help wipe out world hunger in Africa, as well as to help feed the homeless at Thanksgiving in the cities of Boston and Cambridge through a canned goods food drive.

I am excited about the possibility of the City of Cambridge getting involved with our run, and I hope that you will support our efforts.

I will be in touch with you in the next week to discuss this possibility with you.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'Jonathan P. Raymond'.

Jonathan P. Raymond
Executive Director

enclosure: proposal

P.O. Box 235 Waban MA 02168,

USA

Telephone (617) 742-2120

7.

H-74

Comm. from Jonathan P. Raymond, Exec. Dir.,
Run for Hunger: America 1985 seeking support
for the City of Cambridge for their race to
be on November 10, 1985.

In City Council,

September 16, 1985

9/16/85

DP Sullivan moved

to record our
endorsement of
the Run for
Hunger