

Team Ninja HQ
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OCTOBER 5, 2016

Dear Future Sponsor,

On December 10th, Team Ninja is hosting the 3rd Annual Santa Ruck to benefit Riley Children's Hospital and we need your help. We are looking for corporate sponsors in return for logo/marketing placement on some items that no one will soon forget.

The Santa Ruck, a GORUCK Light Challenge, is a fitness event held in downtown Indianapolis on Saturday, December 10th. Nearly 400 eager Hoosiers will complete 6 hours of military-style outdoor PT exercises while carrying backpacks full of bricks or steel plates. Our donation goal is \$10,000.00 for supplies and essential goods for families at the Neonatal Intensive Care Unit (NICU) at Riley Children's Hospital. Our GORUCK event will be led by four Special Forces Cadre who will create team-building holiday-themed challenges for the participants to complete.

GORUCK loves nothing more than putting people through some tough times by carrying very, very heavy objects, like telephone poles, 100# sandbags, and other "holiday gifts". Participants quickly learn that teams can achieve more than any individual. This is called "Building Better Americans".

We are looking for corporate sponsors to support this event by "purchasing" a "holiday gift" for the team to carry. Your company logo would be prominently displayed on the object while they were being carried through downtown Indianapolis. Photos of the team with your "gift" will be published on our team web site, our social media outlets and will also be made available to your company for social media promotion.

We have the following options for sponsorship:

- 1) **Candy Cane Sponsorship:** \$100 (8/8 available) - logo on 300# candy cane
- 2) **Reindeer Sponsorship:** \$250 (9/9 available) - logo on 60# reindeer
- 3) **Sleigh Sponsorship:** \$1,000 (1/1 available) - logo on 700# Holiday Sleigh carried during event.
- 4) **Shirt Sponsorship:** \$2,000 (1/1 available) - logo on shirts worn by all participants during event.

* All sponsors are welcome to provide material to be included within the swag bags at registration.

Please contact Bill Vernon at 317-258-0730 or vernon@teamninja.org for more details. Deadline is Dec 1st.

About Riley Children's Foundation

Riley Children's Foundation supports Riley Hospital for Children at Indiana University Health, Camp Riley and the James Whitcomb Riley Museum Home. As Indiana's only comprehensive hospital dedicated exclusively to the care of children, Riley Hospital has provided compassionate care, support and comfort to children and their families since 1924. Each year children from all 92 Indiana counties turn to Riley Hospital and its regional clinics throughout the state more than 300,000 times. Riley Hospital's partnership with Indiana University Health and its strong affiliation with the Indiana University School of Medicine make Riley Hospital the leader in pediatric care in the state and the region. For more information, visit rileykids.org.

About Team Ninja

Team Ninja prides itself as not falling into the groove of only participating in one type of event/race. In fact it's against our motto: Get Up and Do Something New! So, you will see Ninjas at some typical road races, endurance events and obstacle course races (OCRs), but you also find them at boot camps, parkour jams, TKD workouts, MMA fights, rock climbs, bike rides, cookouts, and anything else that they think will be fun. There are no initiation fees, no long term contracts, nothing to sign. However, they believe in positive peer-pressure and being held accountable for your progress. Don't let that scare you - what that means is that you go at your own pace, but they'll be there to help and keep you motivated. See, positive peer-pressure in action. For more information, visit teamninja.org.

About GORUCK

Started in 2008 by an Army Green Beret, GORUCK is a maker and manufacturer of military-grade travel gear, training equipment, and apparel. GORUCK conducts team-building events that simulate the training and conditions of Special Operations, led by combat decorated veterans of Special Operations. GORUCK is named after its initial product, the rucksack, a pack designed to be ergonomically worn high on the back to comfortably tow maximal weight in strenuous, combat-like conditions. For more information, visit goruck.com.

Warm regards,

A handwritten signature in black ink, appearing to read 'William Vernon', with a large, sweeping flourish extending to the right.

William Vernon

FOUNDER