

Running Bitcoin  
CHALLENGE



 halfin @halfin · Jan 10, 2009  
Running bitcoin

benefiting

**ALS**  
Golden West

## SPONSORSHIP OPPORTUNITIES

Join Honorary Chair **Fran Finney**  
and the **Running Bitcoin Challenge Committee** as we  
honor legendary cypher punk, **Hal Finney**.

This is *THE EVENT* that combines Hal Finney's love of running and Bitcoin and is raising funds and awareness to help defeat the hideous disease, ALS, that claimed his life.

Proceeds from the *Running Bitcoin Challenge* will provide critical funding for [ALS Golden West's](#) interdependent mission priorities related to essential care services, public policy initiatives, and cutting-edge research.

*Some of our 2022-23 sponsors included:*



[RunningBitcoin.us](https://RunningBitcoin.us)

 @RunningBTC21K



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### ABOUT THE RUNNING BITCOIN CHALLENGE:

Now in its second official year, Chaired by Fran Finney, the “Running Bitcoin Challenge” is a virtual/do-it-yourself event available to the bitcoin and fitness community worldwide. We invite you to make history with us as we raise bitcoin awareness, promote fitness, and generate funds to end the hideous disease that took Hal Finney’s life.

Spread the word about bitcoin, support healthy activity for your employees, feel good about doing your part to defeat ALS, and take advantage of this opportunity for company visibility within the bitcoin community, worldwide!

***As Hal would do, test your strength, push your limits, and fight ALS with us!***

**When:** January 3-10, 2024\*

**Where:** Anywhere on the globe!!

**How:** Registrants sign up on the event site at [RunningBitcoin.us](http://RunningBitcoin.us); raise funds to defeat ALS; spread the word via social media channels, and work on running, walking or hiking Hal’s favorite distance, cumulatively or all at once, 21K or 13.1mi (a half-marathon).

**VIP Runner - US\$121** includes: event registration, the official 2024 Tech Running Shirt (shipped worldwide), **1 entry into a drawing for an additional Fran Finney-autographed running shirt (only 21 will be autographed!)\***, additional swag from the Running Bitcoin Challenge and ALS Golden West.

**Runner - US\$50/185,000 sats** includes: event registration (does *not* include shirt), **1 entry into a drawing for a Fran Finney-autographed running shirt (only 21 will be autographed!). \***

\* **Must be a registered runner by January 10, 2024, Noon (PDT) to qualify for drawing.** Registered participants only; donors who have not also registered to run are not eligible. Drawing will take place on January 10, 2024, 6pm (PDT) and winners will be announced via email, X, and on the event website by no later than January 15, 2024.

For more information or to confirm your level of support, please contact:

**Asher Garfinkel**

VP, Community Outreach  
ALS Golden West

[agarfinkel@alsagoldenwest.org](mailto:agarfinkel@alsagoldenwest.org)

(818) 865-8067 ext.225

OR SCAN HERE TO **DONATE NOW VIA BTCPAY!**





## SPONSORSHIP OPPORTUNITIES\*



Confirm by December 8, 2023 to be included  
on this year's shirt!

[RunningBitcoin.us](https://RunningBitcoin.us)

### PRESENTING SPONSOR (*exclusive!*)

*Single Year (2024) -- \$20,000*

*Multi-Year (2024 & 2025) -- \$30,000*

**Be a part of history and become the inaugural Presenting Sponsor for this event!**

Enjoy global marketing and employee benefits for your company as an official  
“Presenting Sponsor.”

### Presenting Sponsor Benefits:

- Named as Presenting Sponsor in all promotions and press releases. Represented as “**The 2024 Running Bitcoin Challenge, presented by YOUR COMPANY NAME.**”
- Up to thirty (30) complimentary shirts and express, no-fee registration for your employees
- Recognition on all event branded materials including but not limited to: collateral, email blasts, event website
- Logo listed on the front of official event performance tees “Presented by” (**must confirm by 12/8/23**)
- Mention in three (3) social media posts on event X account
- Feature in event-focused Sponsor Email to registered participants
- Opportunity for your company’s promotional materials/products to be included with shirt and other incentive mailings
- Opportunity for your company’s promotional materials/products to be included at recruitment events
- Inclusion of company video/pre-recorded message on event web site and in one email blast to participants
- Company representative welcomed to sit on event committee
- Other customizable benefits available

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\*All pricing listed in USD; however current BTC/sats equivalent also accepted



# SPONSORSHIP OPPORTUNITIES\*



[RunningBitcoin.us](http://RunningBitcoin.us)

## HALFIN SPONSOR

**Single Year (2024) -- \$10,000**

**Multi-Year (2024 & 2025) -- \$15,000**

Enjoy global marketing and employee benefits for your company as an official  
"HalFin Sponsor."

### HalFin Sponsor Benefits:

- Exclusivity: 4 per event year
- Named as a HalFin Sponsor in all promotions and press releases
- Up to fifteen (15) complimentary shirts and entries for your employees
- Recognition on all event branded materials including but not limited to: collateral, email blasts, event website
- Logo prominently placed and sized on the back of official event performance tees. **(2024 if confirmed by 12/8/23; 2025 if confirmed after)**
- Mention in one (1) or more social media posts on event X account
- Feature in event-focused Sponsor Email to registered participants
- Opportunity for your company's promotional materials/products to be included with shirt mailing
- Opportunity for your company's promotional materials/products to be included at recruitment events
- Company representative welcomed to sit on event committee
- Other customizable benefits available

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[RunningBitcoin.us](http://RunningBitcoin.us)

## SATOSHI SPONSOR

**\$5,000**

Enjoy global marketing and employee benefits for your company as an official  
*"Satoshi Sponsor."*

### **Satoshi Sponsor Benefits:**

- Named as a Satoshi Sponsor in all promotions and press releases
- Up to seven (7) complimentary shirts and entries for your employees
- Recognition on all event branded materials including but not limited to: collateral, email blasts, event website
- Satoshi tier placement and sizing on the back of official event performance tees. **(2024 if confirmed by 12/8/23; 2025 if confirmed after)**
- Opportunity for your company's promotional materials/products to be included with shirt mailing
- Mention in one (1) or more social media posts on event X account
- Company representative welcomed to sit on event committee

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[RunningBitcoin.us](https://RunningBitcoin.us)

## COMMUNITY SPONSOR - \$2,500

### Community Sponsor Benefits:

- Named as a Community Sponsor in all promotions and press releases
- Three (3) complimentary shirts and registrations
- Recognition on all event branded materials including but not limited to: collateral, email blasts, event website
- Tiered logo placement on the back of official event performance tees.  
(2024 if confirmed by 12/8/23; 2025 if confirmed after)

## DISTINGUISHED SUPPORTER - \$1,000

### Distinguished Supporter Benefits:

- Named as a Distinguished Supporter in all promotions
- Two (2) shirts and registrations
- Recognition on all event branded materials including but not limited to: collateral, email blasts, event website
- Tiered logo placement on the back of official event performance tees.  
(2024 if confirmed by 12/8/23; 2025 if confirmed after)

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