



#TAKETHERISK

for pediatric mental health



7 MARATHONS

7 DAYS

7 CONTINENTS

\$1 MILLION GOAL

taketherisk.run

ENTREPRENEUR ... ENDURANCE ATHLETE AND NOW ... ENTRANT IN



THE 2018 WORLD MARATHON CHALLENGE

Jonathan Terrell has completed 14 marathons and multiple triathlons, including a full Ironman. At 54, he is proof that living fully means taking risks, no matter your age.

The World Marathon Challenge is his biggest endeavor yet: 7 marathons, in 7 days, on 7 continents! Jonathan is registered for the 2018 race, taking place next January.

The mission

He is dedicating the race to Children's National Health System, the premier children's hospital in Washington, D.C., with a goal to:

- Increase awareness of Children's National as a nationwide leader in pediatric care
- Raise \$1 million to upgrade the hospital's inpatient pediatric mental health unit and create a new nationwide model for care

“I believe in risk taking. Make a careful plan, and then follow your gut. Have a go. Strike out. It takes courage, but anything worth having is worth fighting for.”

-Jonathan Terrell

“This I Believe”, KCIC's Risky Business blog

It's personal for him

Jonathan knows how critical it is that children with mental health issues get care and treatment as early as possible. After high school, he worked as an assistant nurse in a psychiatric hospital; that experience had a profound impact.

“I have seen the ruinous effects of mental health over a person's lifetime, and as a father, it pains me to know that so many children go undiagnosed and untreated,” he says.

You can make a difference

To reach his ambitious fundraising goal, Jonathan needs your help. He is covering the entire cost of his race entry and travel. That means **100% OF YOUR SPONSORSHIP** will go directly to Children's National, while igniting further support — inspiring others to follow your lead.

WON'T YOU
#TAKETHERISK
WITH HIM?

ALIGN YOUR BRAND

with a rapidly growing international event

EXTREME

With extreme distances, temperatures, terrains, and cross-continental travel by charter plane, the World Marathon Challenge is the ultimate logistical and physical challenge.

Participants must run the 26.2-mile (42.195 km) marathon distance 7 times, within 7 days, at points on all 7 continents: Antarctica, South America, North America, Europe, Asia, Africa, and Australia.

EXCLUSIVE

It's a feat that fewer than 40 competitors from across the globe will undertake in 2018. The 2017 race had 33 runners, including an Olympian, a brain cancer survivor, and a competitor who is blind.

When he completes the race at age 55, Jonathan will rank among the oldest World Marathon Challenge finishers.

EXPOSURE

Since it was first held in 2015, the World Marathon Challenge has quickly grown and attracted international attention. The 2017 winner set a new World Record, generating tremendous media interest.

Jonathan's training effort leading up to the race will be promoted through a multi-channel marketing campaign. As a sponsor, your brand will be recognized on the #TAKETHERISK website, signage, and more.

BUSINESS
INSIDER

Chicago Tribune

ESPN

Esquire



REUTERS

RUNNERS WORLD

Sports Illustrated

DIRECT EFFECT

When you sponsor Jonathan in the World Marathon Challenge, **100% OF YOUR SPONSORSHIP** will go directly toward renovating the pediatric inpatient mental health unit at Children's National hospital in Washington, D.C.



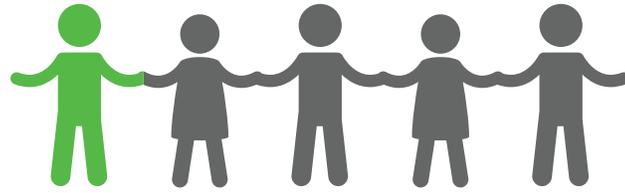
Learn more about the race:
worldmarathonchallenge.com

TAKETHERISK

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More than a life ... you will be saving a lifetime

1 IN 5
CHILDREN



under the age of 18 have, or will have, a clinical condition that affects their mental health, including depression, anxiety, eating disorders, and developmental disorders.



ONLY 20%
EVER RECEIVE TREATMENT

The good news is that early intervention can put these children on a healthier, happier path. But in order to be effective, hospitals across the country need a better model for care.

Children's National is creating that new model.

They are fully renovating their pediatric mental health unit to serve local residents. More than that, they aim to set a new standard for care by providing cutting-edge therapeutic approaches that reflect the latest medical research.

Be part of this effort to create a warmer, more welcoming space that promotes healing:



PRIVATE PATIENT ROOMS



SENSORY ROOM



STATE-OF-THE-ART CLASSROOM



TOYS & TECHNOLOGY

100%
OF YOUR SPONSORSHIP

will help Children's National create a world-class facility where children and families can find help and hope ... and that professionals nationwide can look to as the premier provider of pediatric mental health services.



“ We cannot thank Children's National enough for diagnosing and treating our son. Before, life was in a continuous upheaval with screaming, arguing, punching walls, and school issues. Now, our son is medication-free and doing well. He is thriving academically and socially and, best of all, he wears a smile on his face most of the time. ”

-Parents of a former patient with oppositional defiant disorder, ADHD, depression, and bipolar disorders

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CHOOSE YOUR SPONSORSHIP LEVEL

to help Jonathan raise \$1 million for pediatric mental health

PRESENTING SPONSOR: \$100,000 and Up

- EXCLUSIVE recognition on the [#TAKETHERISK](#) website, letterhead, and on all signage:

**[YOUR COMPANY] Presents
Jonathan's World Marathon Challenge for Pediatric Mental Health**

- Plus all of the benefits of being a World Sponsor (below)

WORLD SPONSOR: \$50,000 - \$99,999

- Recognition on the [#TAKETHERISK](#) website, race letterhead, and on all signage.
- Your logo will appear on one of Jonathan's gear items during **ALL 7 MARATHONS**.
- Your company will be mentioned in press releases before and after the event, as well as called out in media interviews and on social media.
- Prior to the race, your company will also be the focus of a [#TAKETHERISK](#) blog post.

CONTINENT SPONSOR: \$25,000 - \$49,999

- Recognition on the [#TAKETHERISK](#) website, race letterhead, and on all signage.
- Your logo will appear on one of Jonathan's gear items during **ONE OF THE MARATHONS**.
- After that marathon, Jonathan will be photographed holding a sign, thanking your company. Photo will appear on [#TAKETHERISK](#) social media posts.
- Prior to the World Marathon Challenge, your company will also be featured in a [#TAKETHERISK](#) blog post about all continent sponsors.

COUNTRY SPONSOR: \$10,000 - \$24,999

- Recognition on the [#TAKETHERISK](#) website, race letterhead, and on all signage.
- Prior to the World Marathon Challenge, your company will also be featured in a [#TAKETHERISK](#) blog post about all country sponsors.

CITY SPONSOR: \$1,000 - \$9,999

- Recognition on the [#TAKETHERISK](#) website, race letterhead, and on all signage.

QUESTIONS?

Contact Laura Kaster:
laura@redcafeine.com | 630-785-6903

And visit
Jonathan's race web site:
taketherisk.run

WHEN HE ISN'T TRAINING FOR THE WORLD MARATHON CHALLENGE ...



Jonathan Terrell is President of KCIC, a privately held consulting firm that partners with corporations in managing mass tort and other complex product liabilities in industries such as manufacturing, chemicals, and pharmaceuticals. Founded in 2002 and based in Washington, D.C., KCIC combines leading-edge technology and consulting expertise to solve data-intensive challenges. KCIC was named a 2016 Future 50 Award winner by Washington SmartCEO magazine, which recognizes the region's 50 fastest-growing mid-sized companies.

Jonathan also serves on the Corporate Advisory Board for Children's National Health System. Each year, his company participates in the hospital's Race for Every Child 5K.

Jonathan is a supporter of many other philanthropic organizations, including Boy Scouts of America, Legatus, and Live Action. He lives in Washington, D.C., with his wife and two sons. Born and raised in the UK, he is a grateful, naturalized American.



For more information, please visit kctic.com

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Chicago, IL

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P: 312-971-2703

Follow Us:  



About Children's National Health System

Children's National Health System, based in Washington, D.C., has been serving the nation's children since 1870. Children's National is ranked in the top 20 in every specialty evaluated by U.S. News & World Report; one of only four children's hospitals in the nation to earn this distinction. Designated a Leapfrog Group Top Hospital and a two-time recipient of Magnet® status, this pediatric academic health system offers expert care through a convenient, community-based primary care network and specialty outpatient centers.

Home to the Children's Research Institute and the Sheikh Zayed Institute for Pediatric Surgical Innovation, Children's National is one of the nation's top NIH-funded pediatric institutions. Children's National is recognized for its expertise and innovation in pediatric care and as a strong voice for children through advocacy at the local, regional and national levels.

111 Michigan Avenue, NW | Washington, D.C. 20010

P: 202-476-5000 | ChildrensNational.org

Follow Us:      

Jonathan's World Marathon Challenge SPONSORSHIP COMMITMENT FORM



We would like to contribute: \$ _____

Please list and acknowledge us in print materials and publicity, as follows: _____

PRIMARY CONTACT

Name: _____

Company: _____

Billing Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

PAYMENT OPTIONS

Enclosed is a check (made payable to Children's Hospital Foundation) for payment in full.
Please include "World Marathon Challenge" on the check.

Please charge my credit card: ___ Visa ___ Mastercard ___ American Express ___ Discover

Card Number: _____

Exp. Date: _____ CVC: _____

Signature: _____

Please invoice me and I will remit payment by June 30, 2017.

Please return this form to:
Children's Hospital Foundation
801 Roeder Road, Suite 300
Silver Spring, MD 20910

QUESTIONS ?

Call Miriam Selman, Director Corporate Partnerships, at 301-565-8440
Children's Hospital Foundation's 501c-3 number: 52-1640402