



HONORING LOSS THROUGH THE POWER OF ENDURANCE

OCTOBER

15-18, 2026

A MOVEMENT ROOTED IN ENDURANCE, REMEMBRANCE, AND COMMUNITY.

ABOUT THE



The 10.15 Project is a fundraising relay run taking place each October to honor pregnancy and infant loss across North Dakota one mile, one story, one community at a time. The inaugural relay run will take place in October 15-18, 2026.

OUR MISSION

To honor pregnancy and infant loss by creating a visible, compassionate movement rooted in endurance, remembrance, and community, all while supporting families and organizations who walk alongside grief every day.



Remembrance



Awareness



Community



Endurance

ABOUT THE RUN

The 10.15 Project is powered by a team of runners who believe in using endurance to honor pregnancy and infant loss. Together, they will take part in a multi-day relay run across North Dakota connecting communities, carrying stories, and showing up with intention and heart. Each runner represents more than physical endurance. They carry remembrance, awareness, and hope, helping transform miles into meaningful connection. This is not a race. It is a shared journey.

JOIN US IN TURNING MILES INTO MEANINGFUL SUPPORT.
VISIT THE1015PROJECT.ORG TODAY.

4
DAYS

12
RUNNERS

400+
MILES

1
SHARED
PURPOSE



ABOUT THE BENEFICIARY

Haven.

REDEFINING LIFE AFTER LOSS

Funds raised support Haven, an organization that works to make a difference through love and loss by building a community of support for parents who have endured the tremendous loss of a child. Since 2017, Haven has served as a catalyst for change, driven by its founding mission of hope, healing, and support.

Haven is a compassionate nonprofit organization dedicated to supporting parents who have experienced the unimaginable loss of a baby through miscarriage, stillbirth, or early infant death. In the midst of profound grief, Haven creates a safe and caring space where parents can find community, comfort, and understanding alongside others who truly know what this journey feels like. Haven meets families with compassion, honor, and hope as they navigate life after loss. Every program is rooted in the belief that no parent should walk this path alone and that every life, no matter how brief, deserves to be remembered.



By supporting this event, you are helping Haven continue its mission of providing vital resources, community connection, and heartfelt care to parents experiencing infant loss, bringing light to families in one of life's darkest moments.

Throughout The 10.15 Project, runners and supporters will raise funds to support Haven in a number of ways including, but not limited to, extending Haven's Healing Gift program to families in western North Dakota, restoring healing retreats for grieving mothers, and supporting a staff role dedicated to growing and sustaining this care.

Together, this ensures more families are met with support when and where they need it most.

TO LEARN MORE ABOUT HAVEN, VISIT HAVENMIDWEST.ORG



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | \$50,000

Exclusive Opportunity

As the Presenting Sponsor, your organization will be the premier partner of The 10.15 Project. You will have exclusive benefits that establish your presence as an organization that supports the mission to honor pregnancy and infant loss. Funds raised through the event support the work of Haven. All of this creates a meaningful, long-lasting partnership that provides ongoing support to individuals and families impacted by pregnancy and infant loss, helping connect them with resources, community, and compassionate support as The 10.15 Project carries their stories forward one mile, one story, one community at a time.

Benefits:

- Speaking opportunity at the community-wide runner send-off celebration as well as the finish line reception
- Opportunity to have a representative from your organization highlighted with an organization-provided quote in future press releases to statewide media contacts
- Organization's logo prominently displayed on event marketing materials and on the front of all runner jerseys
- An organization-provided and event-approved 60-second video to be displayed on all social media platforms managed by The 10.15 Project
- Specific mission-driven messaging, provided by the organization, to be shared up to three (3) times on social media platforms managed by The 10.15 Project
- Opportunity to have employees from your organization participate as hosts and aid stations along the event route at event host pre-determined stops
- Opportunity to host a group training to all runners to properly equip them with resources needed to ensure the skills necessary to support individuals and families impacted by pregnancy and infant loss
- Social media mentions
- Opportunity to assist in identifying one (1) runner



LEGACY SPONSOR | \$35,000

Exclusive Opportunity

As the Legacy Sponsor, your organization serves as a premier partner of The 10.15 Project, symbolically sponsoring a visual representation honoring the legacy of the children lost during pregnancy or in infancy remembered through this event. Funds raised through the event support the work of Haven.

Benefits:

- Organization's logo prominently displayed on visual representation honoring the legacy of pregnancy and infant loss through this event
- Organization's logo prominently displayed on event marketing materials and event website
- Specific mission-driven messaging, provided by the organization, to be shared up to three (3) times on social media platforms managed by The 10.15 Project
- Social media mentions

JOURNEY SPONSOR | \$25,000

Exclusive Opportunity

As the Journey Sponsor, your organization serves as a premier partner of The 10.15 Project, symbolically sponsoring the baton that represents our shared commitment to carrying grief, support, and hope alongside families experiencing pregnancy and infant loss. Funds raised through the event support the work of Haven.

Benefits:

- Organization's logo prominently displayed on baton carried by runners during The 10.15 Project from start to finish as able
- Organization's logo prominently displayed on event marketing materials and website
- Specific mission-driven messaging, provided by the organization, to be shared up to three (3) times on social media platforms managed by The 10.15 Project
- Social media mentions

TRANSPORTATION SPONSOR | \$15,000

Exclusive Opportunity

As the Transportation Sponsor, your organization will provide RV's for The 10.15 Project to be used pre-event, as well as throughout the journey across the state of North Dakota. Your logo will be featured on the RV's, as well as on select print materials, social media, and the event website.



SECURED



SPONSORSHIP OPPORTUNITIES

RUNNER SUPPORT VEHICLE SPONSOR | \$15,000

Exclusive Opportunity

As the Runner Support Vehicle Sponsor, your organization will provide vehicles for The 10.15 Project to be used pre-event, as well as throughout the journey across the state of North Dakota. These vehicles include large SUVs to help transport runners, safety gear, hydration support, volunteers, on-site management teams, and community support teams. Your logo will be featured on the SUV's, as well as on select print materials, social media, and the event website.

MATCHING GIFT SPONSOR | \$10,000

As a Matching Gift Sponsor, your organization will have the opportunity to provide a matching gift, up to \$10,000, of all donations that are raised during the event. Your logo will be featured on select event print materials, social media, and the event website.

MOBILE GIVING SPONSOR | \$10,000

Exclusive Opportunity

As the Mobile Giving Sponsor, your organization will have the opportunity to sponsor the online platform used by donors and supporters of The 10.15 Project for not only online donations, but also potential merchandise sales. Your logo will be featured in select banner ads on the online platform, select print materials, social media, and the event website.

FINISH LINE RECEPTION SPONSOR | \$7,500

Exclusive Opportunity

As the Finish Line Reception Sponsor, your organization will have the opportunity to welcome and acknowledge runners as they complete their over 400 mile journey across the state of North Dakota taken in remembrance and in honor of pregnancy and infant loss. Your organization will be part of a gathering where runners are received by family, friends, and community members, alongside the event team, in shared reflection and support of The 10.15 Project's mission to honor and remember the lives and families impacted by pregnancy and infant loss. Sponsor recognition will be included on select event print materials, the event website, and social media.

RUNNER HOSPITALITY SPONSOR | \$7,500

Exclusive Opportunity

As a Runner Hospitality Sponsor, your organization will provide hotel accommodations throughout the route to all runners, volunteers, and on-site management teams. This is critical to The 10.15 Project as runners need sleep to recover and rest their bodies during the four day running event. Sponsor branding will be featured on select event print materials, on the event website, and social media.

RUNNER GEAR SPONSOR | \$7,500

Exclusive Opportunity

As the Runner Gear Sponsor your organization will have the opportunity to provide running gear to the runners, as well as funding for various amenities runners may need throughout the event, including cooling towels, food, beverages, hats, and other needs. Climate is very unknown in North Dakota and this will help to provide appropriate gear for whatever runners may encounter as they trek across the state. As the Runner Gear Sponsor your organization will be providing runners with branded clothing items to wear along the route. Sponsor branding will be featured on gear kits, select event print materials, on the event website, and social media.

JERSEY SPONSOR | \$5,000

One Exclusive Opportunity Per Runner Available

As a Jersey Sponsor, your organization will help to provide branded jerseys for one individual runner that will be trekking across the state of North Dakota. The jersey will include branding from the sponsor to be featured on one of the runner's jersey sleeves.

FUEL SPONSOR | \$5,000

Exclusive Opportunity

Help The 10.15 Project get up, get going, and go the distance! As the Fuel Sponsor, this organization will ensure the runners, volunteers, and support personnel make it to the finish line. Sponsor branding will be featured on select event print materials, vehicles, social media, and the event website.

WATER BOTTLE SPONSOR | \$5,000

Exclusive Opportunity

Boost your brand visibility by sponsoring professional-grade, reusable water bottles. Your logo will be featured on high-quality bottles along with The 10.15 Project logo. These will be distributed to event runners, volunteers and supporters, providing lasting exposure throughout the project and well beyond. Sponsor branding will also be featured on select print materials, on the event website and social media.

VOLUNTEER GEAR SPONSOR | \$5,000

Exclusive Opportunity

As the Volunteer Gear Sponsor, your organization will have the opportunity to provide apparel to the dedicated volunteers that make this project possible. There are numerous individuals behind the scenes that offer their time and talents to help develop the project and keep it going strong even when the race itself is finished. From those keeping the runners safe while on route to people assisting at the community events to those helping before and afterwards, this project would not be possible without so many amazing volunteers.



SPONSORSHIP OPPORTUNITIES

COACHING SPONSOR | \$5,000

Exclusive Opportunity

As the Coaching Sponsor, you play a vital role in supporting and inspiring participants throughout their running journey. Your sponsorship helps provide group training sessions, as well as educational workshops on running techniques, injury prevention, and nutrition, ensuring that every participant is equipped for success.

BILLBOARD SPONSOR | \$5,000

Exclusive Opportunity

As the Billboard Sponsor, you play a key role in creating awareness for the project by displaying runners' headshots along the race route. Your support not only motivates the runners but also enhances community engagement and visibility for the event. This sponsorship provides valuable exposure for your brand while contributing to the success of the project, helping to inspire and unite athletes throughout the journey.

COMMUNITY WELCOME SPONSOR | \$3,000

The Community Welcome Sponsor is the key to engaging each major community the runners will pass through. As a Community Welcome Sponsor, we encourage you to get your organization involved or gather to cheer on the runners as they pass by and uplift the mission of The 10.15 Project. Sponsor branding will be featured on select event print materials, on the event website, and social media.

Opportunities available in the following communities:

- Medora
- Dickinson
- Bismarck
- Jamestown
- Fargo

SAFETY SPONSOR | \$3,000

As a Safety Sponsor, your organization will be recognized as a supporter of safety along route for all runners as they trek across the state of North Dakota. Your organization will be providing runners with safety vests, lights, whistles, reflective gear, etc. Sponsor branding will be featured on safety kits, select event print materials, on the event website, and social media.

HYDRATION SPONSOR | \$3,000

As a Hydration Sponsor your organization will have the opportunity to provide branded bottles of water on route for the runners, volunteers, event staff, and supporters. Keeping everyone hydrated is crucial as we make our way across the state of North Dakota. Sponsor branding will be featured on water bottles provided to the runners, select event print materials, on the event website, and social media.

SPONSOR A SEGMENT | \$1,000

As a Segment Sponsor of The 10.15 Project, individuals are invited to sponsor a dedicated segment of the route in honor of a loved one lost to pregnancy or infant loss. This sponsorship creates a meaningful moment of remembrance within the project, allowing names, stories, and lives to be acknowledged with care and intention. Each sponsored segment serves as a visible expression of love, honor, and ongoing connection.

Benefits:

- Opportunity to share a name to be honored and recognized during the sponsored segment and thoughtfully shared on social media as part of the collective journey of remembrance alongside the runners

FRIEND OF THE 10.15 PROJECT | \$1,000

Benefits:

- Company or individual name recognition on select print materials
- Company or individual name & link featured on the event's website
- Emcee mentions throughout the event





SPONSORSHIP COMMITMENT FORM

Thank you for your support of The 10.15 Project's inaugural event. Please complete the information below for your sponsorship commitment. We look forward to featuring you at the event.

CONTACT INFORMATION

Company/Organization _____
Contact Name _____ Title _____
Street Address _____ City _____ State _____ Zip _____
Email _____ Phone _____
Signature _____ Date _____

Part of your marketing benefits is to provide company logo and/or name recognition. When submitting the sponsorship commitment form, please also email a PNG and EPS version of your logo to hello@the1015project.org.

SPONSORSHIP LEVELS

\$50,000

Presenting Sponsor

\$35,000

Legacy Sponsor

\$25,000

Journey Sponsor

\$15,000

Transportation Sponsor

Runner Support Vehicle Sponsor

\$10,000

Matching Gift Sponsor

Mobile Giving Sponsor

\$7,500

Finish Line Reception Sponsor

Runner Hospitality Sponsor

Runner Gear Sponsor

\$5,000

Jersey Sponsor

Fuel Sponsor

Water Bottle Sponsor

Volunteer Gear Sponsor

Coaching Sponsor

Billboard Sponsor

\$3,000

Community Welcome Sponsor

Safety Sponsor

Hydration Sponsor

\$1,000

Sponsor a Segment

Friend of The 10.15 Project

Total Sponsorship Commitment \$ _____

Payments must be made-in-full by September 1, 2026 in order to receive full marketing benefits.

PAYMENT INFORMATION

My check payable to **The Impact Foundation - The 10.15 Project** is enclosed. Both the check with the commitment form should be mailed to 4321 20th Avenue South | Fargo, North Dakota 58103.

Connect with me to pay via credit card.

Note: there will be a processing fee included in addition to your sponsorship commitment.

Send invoice via Email Mail

Once completed, email your sponsorship commitment form to hello@the1015project.org.



4321 20TH AVENUE SOUTH | FARGO, NORTH DAKOTA 58103

HELLO@THE1015PROJECT.ORG



THE1015PROJECT.ORG