

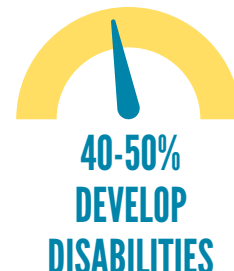
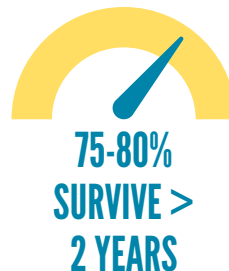
All About HIE

HYPOXIC (LACK OF OXYGEN)
ISCHEMIC (RESTRICTING BLOOD FLOW)
ENCEPHALOPATHY (IMPACTING THE BRAIN)

HIE EXPLAINED

When the brain is deprived of oxygen, brain cells are injured. Some may recover; some may die. The most common causes of oxygen deprivation to the brain are low oxygen levels in the blood or a reduced flow of oxygen to the brain. This can happen in a variety of ways prior to birth, during the birth process, after birth, and during childhood.

HIE FAST FACTS



HIE CAN CAUSE OTHER CONDITIONS

CEREBRAL PALSY



EPILEPSY



LEARNING +
ATTENTION ISSUES



AUTISM SPECTRUM
DISORDER



BEHAVIORAL ISSUES



HEARING ISSUES



VISION ISSUES



HOPE
for HIE

WHO WE ARE + OUR MISSION

HOPE FOR HIE is the premiere advocacy and support organization for HIE, connecting over 8,000 families, researchers, clinicians & community members, worldwide.

Our mission is to improve the quality of life for children and families impacted by neonatal and pediatric-acquired HIE through Awareness, Education & Support.

WHAT IS THE HUSTLE FOR HOPE 5K?

The Hustle for Hope 5K is one of many activities taking place throughout the month of April, HIE Awareness Month, to increase awareness, education, and support through Hope for HIE.



What started as a virtual event now includes several volunteer Hustle Hosts organizing local events around the world. Participants pick a date, time, and location that works best and can complete the 5K by any form of mobility (walk, run or roll).

HOPE for HIE
awareness • education • support

HUSTLE FOR HOPE



2024



Corporate Sponsorship Levels

\$10,000
PRESENTING
HIERO

BENEFITS INCLUDE:

- Have "Presented by Your Company (or brand)" added with race name and logo.
- Acknowledgment on race shirt.*
- Acknowledgment of your support on the Hope for HIE and event website, as well as in the race packet.*
- Acknowledgment in event-related emails and social media campaigns.
- Complimentary race entries (10).
- Ability to include (1) piece of company material or company-branded swag item in race packets.*

\$5,000
RACE BIB
SPONSOR

BENEFITS INCLUDE:

- Logo on the custom-designed race bib.*
- Acknowledgment on race shirt.*
- Acknowledgment of your support on the Hope for HIE and event website, as well as in the race packet.*
- Complimentary race entries (5).

\$5,000
RACE SHIRT
SPONSOR

BENEFITS INCLUDE:

- Special Acknowledgement on race shirt.*
- Acknowledgment of your support on the Hope for HIE and event website, as well as in the race packet.*
- Complimentary race entries (5).

*March 1 commitment is required for inclusion on the race shirt, race bib, and in the race packet.



Individual & Local Sponsorship Levels

\$1,000

HUSTLE HERO

BENEFITS INCLUDE:

- Acknowledgment with logo on race shirt, on the Hope for HIE and event website, as well as in the race packet.*
- Acknowledgment with logo on local signage.*
- Table space for a company representative.
- Complimentary race entries (2).

\$500

HUSTLE CHAMPION

BENEFITS INCLUDE:

- Acknowledgment of your support on the Hope for HIE and event website.
- Acknowledgment with logo on local signage.*
- Table space for a company representative.
- Complimentary race entries (2).

\$250

HUSTLE ADVOCATE

BENEFITS INCLUDE:

- Acknowledgment of your support on the Hope for HIE and event website.
- Table space for a company representative.
- Complimentary race entry (1).

\$100

HUSTLE PARTNER

BENEFITS INCLUDE:

- Acknowledgment of your support on the Hope for HIE and event website.
- Complimentary race entry (1).

*March 1 commitment is required for inclusion on the race shirt, in the race packet, or on signage.



YOUR SUPPORT PROVIDES:



AWARENESS & ADVOCACY

HIE is the second leading cause of infant mortality in the world, yet it is one of the most under-recognized and underfunded causes. Through Hope for HIE's advocacy platform, research partnerships, and awareness initiatives, we are changing that.



EDUCATIONAL RESOURCES

Families often feel like they have to learn another language to understand a HIE diagnosis and what it may cause. We partner with our Medical Advisory Board to create resources building health literacy for our global community.



SUPPORT PROGRAMS

Support is at the heart of who we are. Through our support packages, social worker, child life specialist, peer support mentors, and comprehensive support network, we are able to help families no matter what outcome they may be facing.

HOW TO BECOME A SPONSOR:

1

GO TO THIS WEBSITE:
[TINYURL.COM/HUSTLESPONSOR](https://tinyurl.com/hustlesponsor)

2

SELECT A LEVEL & FILL OUT THE
SPONSORSHIP FORM

3

PAY INVOICE & PROVIDE
MARKETING MATERIALS