

JOIN TO SUPPORT
OUR SENIORS!



Self-Help for the Elderly promotes independence, well-being, and dignity for older adults through culturally aligned services and programs in the San Francisco Bay Area.



**Self-Help for
the Elderly**
安老自助處

2025 WALK, RUN, RIDE TO THE MOON SPONSORSHIP

SPONSORSHIP CATEGORIES & BENEFITS	TRAILBLAZER SPONSOR \$10,000 &+	MOONLIGHT SPONSOR \$5,000 &+	STARLIGHT SPONSOR \$3,000 &+	SPACE CAMPAIGNER SPONSOR \$1,200 &+	SUPERNOVA CLUB SPONSOR \$1,000 &+
Live Event General Admission RSVP is required	Yes	Yes	Yes	Yes	Yes
Online Registration	Yes	Yes	Yes	Optional	10 comp. spots
WalkRunRide2Moon Campaign T-shirts	Up to 50	Up to 25	10	4	10
In-Person Event Outreach Opportunity	Premium Placement	Booth Space	Booth Space	Shared Booth	/
WalkRunRide2Moon Social Media Mentions	Yes	Yes	Yes	Yes	Yes
Logo/name on campaign webpages	Yes	Yes	Yes	/	Yes
Logo/name on Marketing Collaterals <i>(banner, poster, and flyers)</i>	Yes	Yes	Yes	/	/
VIP Admission On Stage Remarks	Yes	Yes	/	/	/



2025 WALK, RUN, RIDE TO THE MOON #WalkRunRide2Moon

SEPTEMBER 5 – OCTOBER 6

ABOUT WALKRUNRIDE2MOON

As per tradition, we hold an annual walkathon near the date of the Mid-Autumn Moon Festival to celebrate unity and compassion. Our invitation extends to all generations, as we encourage a collective effort to engage in physical activities that nurture both mind and body. We proudly celebrate the fifth edition of Walk, Run, Ride to the Moon – a hybrid fitness fundraiser. Navigating to the moon presents its challenges, particularly for seniors. Nonetheless, we hold steadfast in our belief that our seniors will one day conquer this lunar journey with your unwavering support and our dedicated services.

SELF-HELP FOR THE ELDERLY

Self-Help for the Elderly is a non-profit organization that envisions a world where all elders have the respect, care, and support to lead dignified and vibrant lives. We serve over 50,000 older adults each year in San Francisco, San Mateo, Santa Clara, Alameda, and Contra Costa counties.

Proceeds from this campaign will sustain our critical seniors programs and services, including nutritious meals, home-delivered meals, social services, activities, senior safety escort services, and more.

IN-PERSON AND VIRTUAL EVENTS FOR COMMUNITY ENGAGEMENT

EVENT	DATE	LOCATION
San Mateo Autumn Moon Festival	September 20 Saturday	Central Park San Mateo Downtown
San Francisco Longevity Walkathon, Parade and Fair	September 27 Saturday	Portsmouth Square San Francisco Chinatown
Wrap Up Party & Autumn Moon Festival Celebration	October 6 Monday	Virtual Event

CONTACT: CATARINA LAI ☎ 415-677-7670 ✉ CATARINAL@SELFHPELDERLY.ORG



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#WalkRunRide2Moon

SEPTEMBER 5 – OCTOBER 6

JOIN US #WALKRUNRIDE2MOON

2025 marks our 6th annual #WalkRunRide2Moon journey with our seniors. We have accomplished 150,778 miles, with 88,122 miles remaining. Our cumulative progress now covers over half the distance from the Earth to the Moon. By becoming a sponsor or a participant, you will not only receive the designated sponsor package but also reach over 2,000 organic audiences in San Francisco, San Mateo, Millbrae, Sunnyvale, and internationally. These individuals share our commitment to enhancing the quality of living and mental health for seniors in the community.

2025 CAMPAIGN FEATURES

During this 31-day campaign, participants and teams can use the Charity Footprints App to set their own fitness and fundraising goals. Everyone will receive a limited edition 2025 T-shirt and giveaway items. Weekly challenges and the Scrapbook feature will keep participants engaged and motivated.

CAMPAIGN PRESENTING SPONSOR \$25,000 (Sold Out in San Mateo)

Exclusive Event Sponsor for the selection of either the San Mateo Autumn Moon Festival on September 20, 2025, or the San Francisco Longevity Walkathon, Parade and Fair on September 27, 2025.

- » Recognized as a Presenting Sponsor for the hybrid fitness fundraiser 2025 WalkRunRide2Moon
- » 30-sec video featuring the Presenting Sponsor to be included in one WalkRunRide2Moon's weekly email newsletter to the participants.
- » Social media mentions on Facebook, Twitter, Instagram, LinkedIn, and WeChat.
- » Co-branding campaign and event collaterals throughout the duration of the campaign.
- » Logo incorporated in the 2025 WalkRunRide2Moon T-shirts design.
- » Complimentary WalkRunRide2Moon campaign registration and T-Shirts for affiliated event participants.

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2025
WALK, RUN, RIDE
TO THE MOON
#WalkRunRide2Moon

SEPTEMBER 5 – OCTOBER 6

CORPORATE
SPONSORSHIP
COMMITMENT
FORM

I AM SUPPORTING BY PLEDGING TO SPONSOR

- TRAILERBLAZER SPONSOR \$10,000 &+
- MOONLIGHT SPONSOR \$5,000 &+
- STARLIGHT SPONSOR \$3,000 &+
- SPACE CAMPAIGNER SPONSOR \$1,500 &+
- SUPERNOVA CLUB \$1,000 &+

Please indicate the in-person events you will attend:
(check all that apply)

- San Mateo Autumn Moon Festival on 09/20
- San Francisco Longevity Walkathon, Parade and Fair on 09/27
- Unable to attend either event

Contact Information

Contact Name _____ Company/ Organization _____
 Street Address _____
 City _____ State _____ Zip _____
 Daytime Phone _____ Email _____
 Do you need an invoice for your payment? Yes No

Payment Method

- By check
 Make a check payable to: Self-Help for the Elderly
 Write on memo line: WalkRunRide2Moon
 Mail the check to
 Attn: Fund Development
 Self-Help for the Elderly
 731 Sansome Street, Suite 100
 San Francisco, CA 94111

Please indicate the quantity of the following items for
your WalkRunRide2Moon trip. (Check all that apply)

- T-Shirts (Quantity: _____ ; Sizes _____)
- Number of Online Registrations: _____
- I don't need T-shirts and online registrations.

Thank you.

- By credit card
 Please visit <https://bit.ly/2025WalkRunRide2Moon>
 or scan the QR Code





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Longevity Walkathon, Parade, and Fair in San Francisco



“ *Enjoy all aspects of the event. Lost weight, felt healthier, and helped a good cause – who can ask for anything more* ”
— Participant A

San Mateo Autumn Moon Festival



“ Fun to engage new team members and motivate them to learn more about seniors in need. Weekly challenges were fun too, and getting out to stay fit with self and friends. ”
— Participant B