



THE 437 PROJECT

SEPTEMBER 25 – 28 2025

PRESENTED BY

Avera 

Moving Health *Forward.*

A RUN ACROSS SOUTH DAKOTA FOR SUICIDE PREVENTION



PAUL TENHAKEN

*The 437 Project Founder
& Past Runner*



JANET KITTAMS

Helpline Center CEO

ABOUT US

This group of twelve runners is made up of community leaders who will stop at nothing to influence and create positive change in the Mount Rushmore State. On Thursday, September 25th, runners will depart from the west side of the state to begin the 437 mile relay-style journey. Tackling the ever-changing South Dakota weather and terrain, runners will connect with communities as they raise funds and awareness for this initiative, finishing in Sioux Falls on Sunday, September 28th.

How Can I Help?

Each year over 49,000 people die by suicide in the United States leaving behind thousands of loved ones to endure this life-changing loss. The Helpline Center has created an online support system to help loss survivors across South Dakota through their journey of healing. The website helplinecenter.org/loss provides grief information, connections to healing resources and has a beautiful memorial wall where memories of loved ones can be shared.

Your donation to The 437 Project provides ongoing support to someone who has lost a family member or friend to suicide, connecting them with resources and support groups at the Helpline Center to guide them through the grieving process. Your contributions will also promote marketing the 988 Lifeline across the state to build an awareness of where individuals can turn for help when a mental health or substance use crisis occurs 24/7.

The Helpline Center

The Helpline Center also answers the **988 Lifeline** for South Dakota. Providing crisis response 24/7 to anyone in emotional distress or experiencing a mental health, substance use or suicide crisis. 988 can be reached through a call, text or chat. The line is answered by caring and compassionate crisis counselors.

**YOUR INVESTMENT SUPPORTS NUMEROUS MENTAL HEALTH
& SUICIDE PREVENTION PROGRAMS AND SERVICES**

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Connecting people to mental health support and hope is at the core of the Helpline Center's mission. We are so proud to be a part of The 437 Project to raise awareness of mental health across South Dakota

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THE437PROJECT.ORG

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BECOME A SPONSOR

PRESENTING SPONSOR

\$40,000 COMMITTED

PAUL TENHAKEN
*The 437 Project Founder
& Past Runner*


The 437 Project has evolved from a wild idea to run across the state to a mental health movement that is changing lives. It's been powerful to see how this initiative has normalized conversations around suicidal ideation and created an army of mental health advocates.



EXCLUSIVE OPPORTUNITY

As the Presenting Sponsor, your organization will be the premier partner of The 437 Project, a run across South Dakota for suicide prevention. As the Presenting Sponsor, you will have exclusive benefits that establish your presence as an organization that supports the mission committed to creating awareness and life-saving funds for suicide prevention. Funds raised through the event support the work of the Helpline Center. All of this creates a meaningful long-lasting partnership that provides ongoing support to someone who has lost a family member or friend to suicide, connecting them with resources and support groups to navigate through the grieving process.

Benefits include:

- Speaking opportunity at the community-wide send-off celebration as well as the finish line reception
- Opportunity to have a representative from your organization highlighted with a 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
- Opportunity to be a finish line sponsor in Sioux Falls
- A organization-provided and event-approved 60-second video to be displayed on all social media platforms managed by The 437 Project
- Specific mission-driven messaging, provided by the organization, to be shared up to three (3) times on social media platforms managed by The 437 Project
- Opportunity to have employees from your organization participate as hosts and aid stations along the 437 mile 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 identify those at risk of suicide and provide the life-saving means to help.
- Social media mentions
- Opportunity to assist in identifying 2 runners



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BECOME A SPONSOR

PLATINUM LEVEL

\$20,000**PAUL TENHAKEN***The 437 Project Founder
& Past Runner*

Every year, as we add new runners, recruit new volunteers, and touch new communities, we are further amplifying a message of hope and raising awareness of the resources available for those struggling with their mental health. It's honestly been one of the most powerful and impactful initiatives I've ever been a part of.



EXCLUSIVE OPPORTUNITY

As the Platinum Level Sponsor, your organization will be the premier partner of The 437 Project, a run across South Dakota for suicide prevention. With exclusive benefits that establish your presence as an organization that supports the mission committed to creating awareness and life-saving funds for suicide prevention. Funds raised through the event support the work of the Helpline Center. All of this creates a meaningful and long-lasting partnership that provides ongoing support to someone who has lost a family member or friend to suicide, connecting them with resources and support groups to navigate through the grieving process.

Benefits include:

- Opportunity to sponsor a specific runner and document their journey across the state
- Organization's logo on both sleeves of one runner's jersey
- Opportunity to be a finish line sponsor in Sioux Falls
- Organization's logo prominently displayed on baton carried by runners during The 437 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 two (2) times on social media platforms managed by The 437 Project
- Social media mentions

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BECOME A SPONSOR GOLD LEVEL

\$10,000



PAUL TENHAKEN

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Transportation Sponsor **COMMITTED**

Exclusive Opportunity

As the Transportation Sponsor, your organization will provide RV's for The 437 Project to be used pre-event, as well as throughout the journey across the state of South Dakota. Your logo will be featured on the RV's, as well as on select print materials, social media, and the event website.

Runner Support Vehicle Sponsor **COMMITTED**

Exclusive Opportunity

As the Runner Support Vehicles Sponsor, your organization will provide vehicles for The 437 Project to be used pre-event, as well as throughout the journey across the state of South 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

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

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 437 Project for not only online donations, but also merchandise sales. Your logo will be featured in select banner ads on the online platform, select print materials, social media, and the event website.



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BECOME A SPONSOR SILVER LEVEL

\$7,500



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Finish Line Reception Sponsor

Congratulate the runners as they cross the finish line after 437 miles across the state of South Dakota. As a Finish Line Reception Sponsor, your organization will be part of the finish line celebration where family, friends, and community members will be celebrating alongside the event team. Sponsor branding will be featured on select event print materials, on the event website, and social media.

Runner Hospitality Sponsor

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 437 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 **COMMITTED**

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 South 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.



BECOME A SPONSOR BRONZE LEVEL

\$5,000

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Jersey Sponsor

Limited Opportunities 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 South Dakota. The jersey will include branding from the sponsor to be featured on one of the runner's jersey sleeves.

Fuel Sponsor

Exclusive Opportunity

Help The 437 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

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 437 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

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.

Coaching Sponsor

As a 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

Exclusive Opportunity

As a 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.



BECOME A SPONSOR

OTHER SPONSORSHIPS AVAILABLE

**PAUL TENHAKEN**

*The 437 Project Founder
& Past Runner*



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COPPER LEVEL: \$3,000**Community Welcome Sponsor**

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 cheer on the runners as they pass by. Sponsor branding will be featured on select event print materials, on the event website, and social media.

Safety Sponsor

Three Opportunities Available

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 South 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

Three Opportunities Available

As a Hydration Sponsor your organization will have the opportunity to provide branded water bottles on route to all the runners. Keeping the runners hydrated is crucial as they run across the state of South Dakota for four consecutive days. Sponsor branding will be featured on water bottles provided to the runners, select event print materials, on the event website, and social media.

FRIEND OF THE 437 PROJECT: \$1,000

- Company name recognition on select print materials
- Company name & link featured on The 437 Project's website
- Emcee mentions throughout the event