



# A RUN ACROSS SOUTH DAKOTA FOR SUICIDE PREVENTION

SEPTEMBER 17-20, 2026

PRESENTED BY

**Avera** 

Moving Health *Forward*.



**PAUL TENHAKEN**

The 437 Project Founder  
and Past Runner



**JANET KITTAMS**

Helpline Center CEO

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

## 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 17th, 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 20th. In just four years, The 437 Project has raised over \$1 Million to support mental health awareness throughout South Dakota.

## HOW CAN I HELP?

Each year, more than 49,000 people die by suicide in the United States, leaving behind families, friends, and communities forever changed by loss. Those left behind often carry a grief that is invisible, yet as real and heavy as any physical wound. Healing requires compassion, understanding, and the reminder that mental health is just as vital as physical health—and that neither should be faced alone.

Your support of The 437 Project helps ensure that individuals who have lost a loved one to suicide are met with care, connection, and hope. Through access to supportive resources, shared stories, and spaces where memories can be honored, survivors are reminded that it is okay to talk about their pain and to ask for help. By fostering open conversations and reducing stigma, your generosity helps create a culture where mental health struggles are treated with the same urgency and empathy as physical ones—and where people know they are not alone.

Your contribution also helps raise awareness of the 988 Lifeline across South Dakota, making sure that anyone facing a mental health or substance use crisis knows there is help available—24 hours a day, 7 days a week.

LEARN MORE AT  
[THE437PROJECT.ORG](http://THE437PROJECT.ORG)

YOUR INVESTMENT PROVIDES SUPPORT FOR NUMEROUS MENTAL HEALTH AND SUICIDE PREVENTION PROGRAMS AND SERVICES ACROSS THE STATE.

BECOME A SPONSOR

# PRESENTING SPONSOR

**\$40,000 COMMITTED**



**PAUL TENHAKEN**

The 437 Project Founder  
and 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, with exclusive benefits that establish your presence as an organization committed to creating awareness and life-saving funds for suicide prevention. Funds raised through the event support mental health and suicide prevention programs and services across the state, creating a meaningful, long-lasting partnership that provides ongoing support to individuals who have lost a family member or friend to suicide by connecting them with resources and support groups to navigate 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 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 predetermined-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

**\$25,000**



**PAUL TENHAKEN**

The 437 Project Founder  
and 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 mental health and suicide prevention programs and services across the state. 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

BECOME A SPONSOR

# GOLD LEVEL

**\$10,000**



## LINDSEY MEYERS

Vice President of Public Relations and Community Engagement at Avera

Supporting the 437 Project is another way Avera lives out our dedication to behavioral health and community well-being. By partnering with organizations that raise awareness of suicide prevention, we strengthen support systems and open the opportunity for important conversations.

### TRANSPORTATION SPONSOR COMMITTED

#### Exclusive Opportunity

As the Transportation Sponsor, your organization will provide RV's for The 437 Project to be used prior to the 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 prior to the 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 SUVs, as well as on select print materials, social media, and the event website.

### RUNNER GEAR SPONSOR COMMITTED

#### Exclusive Opportunity

As the Runner Gear Sponsor, your organization will provide running gear and funding for essential runner amenities, including cooling towels, food, beverages, hats, and other needs throughout the event. Given South Dakota's unpredictable climate, this support helps ensure runners are prepared for varying conditions as they cross the state. Your organization will also provide branded clothing for runners to wear along the route, with sponsor branding featured on gear kits, select event print materials, the event website, and social media.

### 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**



**CHANTELL FRIEDMAN**

Live Inspired 365 Co-Founder

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Our new "Inspiring Hope Project" is made possible by The 437 Project. With this support, we are able to connect those in need with therapists and resources to start their healing journey. Together, we can make a difference to promote Mental Health Awareness and help others find HOPE on their path to healing.

## 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.

## MEMORY MILE SPONSOR

As the exclusive Memory Mile sponsor, your organization will be instrumental in providing recognition to those who have lost loved ones to suicide. As the runners approach the Finish Line, their path will be lined with family and friends remembering those lost, including their names and photos, bringing the mission full circle.

## BECOME A SPONSOR

# BRONZE LEVEL

**\$5,000**

### JERSEY SPONSOR

#### Exclusive 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.

### 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.

### 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.

### 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.



#### PAUL TENHAKEN

The 437 Project Founder  
and Past Runner



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BECOME A SPONSOR

# OTHER SPONSORSHIPS

## 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.

### PERFORMANCE SHOE SPONSOR

Provides the high-performance running shoes that power each mile on route, supporting durability, speed, and consistency throughout The 437 Project. As the performance shoe sponsor, your organization's logo will be featured on both shoes of one project runner.

### LIFESTYLE SHOE SPONSOR

Supplies everyday footwear for off-route moments, representing comfort, recovery, and the life lived between the miles. As the lifestyle shoe sponsor, your logo will be featured on one runner's street shoes, which will be worn throughout the event and at community stops along the way.

## FRIEND OF THE 437 PROJECT \$1,000

Company name recognition will be included on select print materials, with the company name and link featured on The 437 Project's website, along with emcee mentions throughout the event.



**LINDSEY MEYERS**

Vice President of Public  
Relations and Community  
Engagement at Avera

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