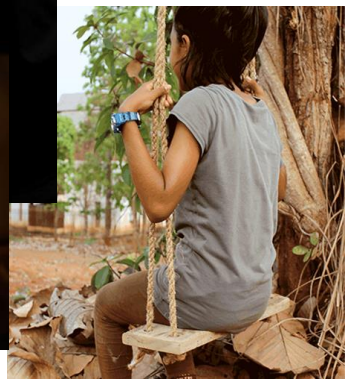
Partnership and Media Value

About ZOE International

FOUNDED IN THE UNITED STATES IN 2002



ZOE International is a 501(c)(3) Christian-based non-profit organization with a mission to **reach every person with the Gospel and rescue every child from human trafficking**. ZOE has been rescuing and caring for trafficked children and orphans since 2002. We exist to find long-term solutions to end child trafficking through our prevention, rescue, and restoration programs.

ZOE has operations in USA, Thailand, Japan, Mexico and Australia.

About The Race

THE WORLD'S TOUGHEST BICYCLE RACE

For 41 years, Race Across America (RAAM) has been challenging ultra-cyclists from around the globe to push their physical and mental limits to the farthest reaches.

- **3,000-mile, non-stop Cycling Race**
- **Crosses 12 states in 5-12 days**
- **175,000+ Vertical Feet of Climb**
- **Begins in Oceanside and ends in Annapolis, Maryland**
- **Cyclists raise charitable funds (approximately $1.5 million/year for 35+ organizations)**
- **Participants are from 48 states and 45 countries**

June 2025

2023
Second Place

2021
Placed First

2019
Placed Third

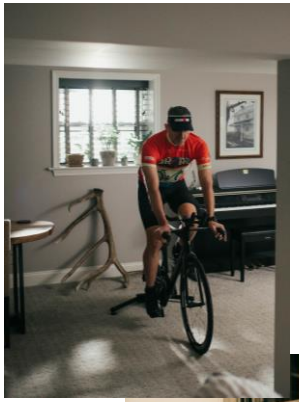
Race Across America Route

- California
- Arizona
- Utah
- Colorado
- Kansas
- Missouri
- Illinois
- Ohio
- West Virginia
- Maryland
- Pennsylvania

ZOE RAAM Cycling Team

ZOE

ZOE RAAM Cycling Team



Digital and Media Presence

ZOE

About Our Audience

DEMOGRAPHICS & INFORMATION

52% are aged 18 - 35

32% are aged 45 and older

56% are male

43% are female

63% own their own home

21% make more than $100K/year

41% are in positions of career leadership

43% have graduate degrees

Top 3 Hobbies are:

1. Media and Entertainment

2. Food and Dining

3. Shopping

Our Audience Is Responsive

WE HAVE A VERY ENGAGED AUDIENCE

Our **open rate** on emails sent to our database is typically **45%**

Not only does our audience want to hear from us but **they want to know who we are working with** (i.e. companies just like yours!)

"Last year, ZOE RAAM fans were so engaged they were waking up in the middle of the night to check the live feed to see where our team was in the race."
– Brad Ortenzi

Let's Get Social and Digital with ZOE

STRONG DIGITAL PRESENCE AND AN ENGAGED AUDIENCE!

Instagram:
@zoe_int

Followers:
6,615+

Website:
www.GoZOE.org

Over 70,000 web users annually.

20,000+ email addresses in ZOE's email database.

Facebook:
ZOEChildren

Followers:
26,000+

YouTube:
ZOE International

Subscribers:
2,460+

Let's Get Social and Digital with RAAM

STRONG DIGITAL PRESENCE AND AN ENGAGED AUDIENCE!

Instagram:
@RaceAcrossAmerica

Followers:
18,500+

Website:
www.raamrace.org

RAAM has 3.2 million impressions annually with 930,000 in June.

YouTube:
RAAMmedia

Subscribers:
1,700+

Facebook:
RaceAcrosstheWest

Followers/Members:
8,300+

2023 National Media Campaign

TELEVISION, NEWSPAPER, RADIO, PRESS, INTERNET

Summary	TV	Radio	Press	Internet	Total
Total Interviews	22	12	6	2	42
Total Placements	22	12	6	23	63
Total Postings	39	12	6	23	80
Total Touchpoints	39	12	6	23	80
Touchpoint Mix	49%	15%	7%	29%	100%
Total Impact	223M	28.6M	3.3M	37.1M	**292M**
Impact Mix	76%	10%	1%	13%	100%
Total Value	$418,127	$94,576	$18,263	$232,121	$763,087

Organic Media - 2021

TELEVISION, NEWSPAPER, MULTIMEDIA PRODUCTIONS

ZOE International's participation in The Race Across America has been covered by multiple media outlets and featured in many media stories.

In 2021, the ZOE RAAM cycling team was highlighted in the LNP three times:

- Front Page Sunday Paper: Readership of 119,000
- Weekly article/photos: Readership of 95,000+

A4 MONDAY, JUNE 14, 2021 LOCAL LNP | LANCASTER, PA

Cycling: 8-man team readies for cross-country, ultra-endurance race

CHARITY

RIDING WITH PURPOSE

Bike relay team to race across US to help combat child sex trafficking

DONATE

Meet Lancaster County's Race Across America team and donate to their fundraiser for Zoe International at gofundme.com/raam-2021/

2023 Local LNP Media Sponsor

TELEVISION, NEWSPAPER, MULTIMEDIA PRODUCTIONS

- **LNP Front Page Wrap:** Mailed to 50,000 households (#1)
- **LNP Jacket Pocket:** Mailed to 108,000 households (#2)
- **LNP Support Tabloid/Mini-Magazine Insert:** Mailed to 50,000 households
- **LNP Homepage Takeover on LancasterOnline:** 50,000 households + 15,000 online subscribers

LNP | LancasterOnline

Sponsorship Opportunities

ZOE

2025 ZOE Race Across America Sponsorship Options:

❑ $100,000 | Presenting Sponsor
------1 Available
Prominent Logo on Front of Jersey & Crew Vehicles
Human Trafficking Training Event for Employees
100 RAAM T-Shirts for Employees
2 Social Media Posts/Stories
Presenting Sponsor on Website
Mention in Press Release
Mention at ZOE RAAM Thank-You Dinner + 10 Invitations

❑ $50,000 | Platinum Sponsor
------3 Available
Logo on Backside of Jersey
Medium-Sized Logo on Crew Vehicle
Human Trafficking Training Event for Employees
100 RAAM T-Shirts for Employees
2 Social Media Posts/Stories
Sponsor Logo/Link on Website
Mention in Press Release
Mention at ZOE RAAM Thank-You Dinner + 10 Invitations

❑ $25,000 | Gold Sponsor
------3 Available
Logo on Backside of Jersey
Medium-Sized Logo on Crew Vehicle
2 Social Media Posts/Stories
Sponsor Logo/Link on Website
Mention in Press Release
Mention at ZOE RAAM Thank-You Dinner + 10 Invitations

❑ $15,000 | Silver Sponsor
------4 Available
Logo on Jersey
Medium-sized logo on Crew Vehicle
1 Social Media Posts/Stories
Sponsor Logo/Link on Website
Mention in Press Release
Mention at ZOE RAAM Thank-You Dinner + 5 Invitations

❑ $10,000 | Copper Sponsor
------7 Available
Logo on Jersey or Bib
Small Logo on Crew Vehicle
1 Social Media Posts/Stories
Sponsor Logo/Link on Website
Mention in Press Release
Mention at ZOE RAAM Thank-You Dinner + 5 Invitations

❑ $5,000 | Bronze Sponsor
------10 Available
Logo on Jersey or Bib for the first ten sponsors
Small Logo on Crew Vehicle
1 Social Media Posts/Stories
Sponsor Logo/Link on Website
Mention in Press Release
Mention at ZOE RAAM Thank-You Dinner + 2 Invitations

Case Study: CountryLane Gazebos

$15,000 CORP. SPONSOR + EMPLOYEE/CUSTOMER/DEALER MATCH
TOTAL RAISED: $55,552

In 2021, CountryLane Gazebos was a $15,000 ZOE RAAM Corporate sponsor. CountryLane Gazebo Executives went above and beyond and offered to match all employee, cutomer and dealers donations made towards the 2021 Race Across America. In the end, they raised a total of $55,552!

“As a company, we get excited about developing our employees to reach their potential and their God-given talents,” said Stefanie Kammerer, SHRM-CP, Human Resources Manager at Country Lane Gazebos. “We strive to impact every team member and our customers’ lives by modeling God's principles with daily interactions.”

Everything We Do Is Custom!

PROMOTION TAILORED SPECIFICALLY TO YOUR NEEDS

We don't use stock packages because we know they don't work. We want to create something just for you, designed to help you achieve your goals. Some of the ways that we can work together include:

- Naming opportunities.
- Onsite activations.
- Brand recognition.
- VIP opportunities.

- Employee engagement.
- Advertising and media presence.
- Sampling and product placement.
- Experiential marketing.

In other words, we want to hear about your goals and then build something just for you and your budget.

2023 ZOE RAAM Sponsors:

LET'S CONNECT!

We're excited to hear about your goals and how we can help you achieve them.

Get In Touch

AND LET'S TALK ABOUT WAYS WE CAN WORK TOGETHER.

Brad Ortenzi

HEAD OF CORPORATE PARTNERSHIPS

brad@goZOE.org
(717) 708-8109