



SPONSORSHIP OPPORTUNITIES

MAY 1 – JUNE 7, 2024

FEEA is the official charity of
the *Feds in Motion* Challenge



FEEA

FEDERAL EMPLOYEE EDUCATION & ASSISTANCE FUND





ABOUT THE EVENT

In 2024, FEEA will host the 4th annual Feds In Motion Challenge, our signature, virtual event for feds and their families. Our event kicks off Public Service Recognition Week (#PSRW) and is all about encouraging federal employees and their families to move in their favorite way – walking, running, biking, swimming, or rolling in their wheelchair – on their favorite route, to reach the goal of 38 miles or more in 38 days in honor of FEEA's 38th Anniversary.

FEEA provides participants with the ability to form teams, track their team and individual progress, and earn badges via our online system; offers digital bibs, weekly Wellness Wednesday virtual workshops, and a platform to serve as individual fundraisers for FEEA; and sends an awesome box to their homes with participation medals and t-shirts, as well as brochures and swag items from some of our fabulous sponsors.



All proceeds from the challenge support FEEA's disaster relief, emergency hardship, scholarship, and other programs. Sponsoring FEEA's Feds in Motion Challenge is a great way to support the health and wellness of federal employees, while also supporting FEEA's programs. Please see our list of sponsorship opportunities on the next page. The event has grown from 1,300 participants from all 50 states, DC, Puerto Rico, and overseas in 2021 to over 1,500 participants in 2023 and more than 100 teams.

FEEA also partners with several major federal market news organizations to promote the Feds in Motion Challenge through a variety of channels, thereby having a broad reach for the event.





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PLATINUM SPONSOR \$20,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000	BRONZE SPONSOR \$1,000
Logo with hyperlink on FEEA website as platinum sponsor	Logo with hyperlink on FEEA website as gold sponsor	Logo with hyperlink on FEEA website as silver sponsor	Logo with hyperlink on FEEA website as a bronze sponsor
A special shout-out on social media	A special shout-out on social media	A special shout-out on social media	A special shout-out on social media
Logo displayed on registration site	Logo displayed on registration site	Logo displayed on registration site	Logo displayed on registration site
20 challenge registrations for staff members	15 challenge registrations for staff members	10 challenge registrations for staff members	
Logo on challenge t-shirt	Logo on challenge t-shirt	Logo on challenge t-shirt	
A one-minute video from your organization congratulating the <i>Feds in Motion</i> challenge participants and letting them know why you support FEEA and federal employees	A one-minute video from your organization congratulating the <i>Feds in Motion</i> challenge participants and letting them know why you support FEEA and federal employees	A one-minute video from your organization congratulating the <i>Feds in Motion</i> challenge participants and letting them know why you support FEEA and federal employees	
Invitation to include brochure in participant mailer packages	Invitation to include brochure in participant mailer packages	Invitation to include brochure in participant mailer packages	
Invitation to include a small swag item in individual boxes we mail to participants	Invitation to include a small swag item in individual boxes we mail to participants		
Invitation to host “Wellness Wednesdays” online lunchtime sessions, including opening/closing remarks and drawings	Invitation to host a “Wellness Wednesday” online lunchtime session, including opening/closing remarks and a drawing		
Special email thank you announcing your sponsorship sent to our entire 25,000-person email list	Special email thank you announcing your sponsorship sent to our entire 25,000-person email list		
Logo on participant medals			



www.feea.org/challenge

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FEEA

FEDERAL EMPLOYEE EDUCATION & ASSISTANCE FUND

Platinum
Transparency
2023

Candid.