



Dear Friend of HCU,

Houston Christian University has been committed to providing an excellent education rooted in the Christian faith, since our founding in 1960. Our steadfast dedication to *The Pillars* and our university mission remains constant to this day.

Each year, the **HCU Alumni Association** works tirelessly to raise money that goes directly to students on the HCU campus who need it most. We know without scholarship assistance that a higher education would not be possible for so many of our students. **One of the most impactful fundraisers we have is the annual Husky Hustle 5K Fun Run & Walk.** The Husky Hustle is one of the longest running 5Ks in Houston, and we love the tradition it holds of bringing faculty, staff, students, alumni and the community together!

We always want to find the best time to hold the race when we can include as many as possible. In making a move from holding the race in February to the fall, we have found while sponsorship has grown, our attendance has decreased. We are doing one last push for 2024 during **Family Weekend on October 5 and then moving the race to a weekend in February of 2025.** (We are awaiting the basketball schedule to align the Hustle with the always popular Throwback Basketball game.) Given this short timeframe between events, we want to offer an incentive for participation for our sponsors ... a discount to be part of both! (See attached for levels.) Our next race will not be until February 2025.

In order to make the event a success, we depend on our community. Please consider sponsoring part of this exciting event! Our Alumni Association Advisory Board will ensure that your sponsorship is celebrated and that you are appropriately thanked for giving to HCU. As a business owner, this is an exceptional opportunity for you to advertise your company to the broader HCU community.

Our **deadline for accepting sponsorships is September 16, 2024** as we will need to provide our print shop with sponsor logos for our t-shirts and event signage. If your company is interested in providing any promotional items to be distributed to our participants, we will need them prior to September 25 so we may include them in the participants' gift bag they receive at check-in. **Five levels of patronage have been established to help make this an opportunity that is financially viable for varying budgets.** For more information regarding these patronage levels and the associated benefits, please review our website at hc.edu/huskyhustle. We look forward to seeing you on October 5th ... and again in February 2025!

In Husky Pride,

J.J. Worthen | Chair, Alumni Association Advisory Board