



Corporate and Community Sponsorship Proposal

for the benefit of
Living Light Culinary Arts Institute

Corporate and Community Sponsorship Opportunities

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Mission Statement Living Light Culinary Arts Institute

Living Light is a family of conscious individuals devoted to excellence, connection, and transformation of body, mind, and spirit.

Living Light Culinary Arts Institute educates and inspires people to reach the highest standards of leadership and professionalism in raw culinary arts while promoting balance and happiness in their everyday lives. Through training, personal support, and unconditional acceptance, we empower participants to share their gifts with others in joyous celebration of healthful living.

Mission Statement Raw Food Hike-a-thon

The Raw Food Hike-a-thon is through-hiker Doug Walsh's 3000-mile fundraising hike along the Continental Divide undertaken on a 100% raw food diet. The goal of the hike is to promote the benefits of a raw food diet to the world and to raise money for a permanent culinary arts and events center for the Living Light Culinary Arts Institute.

What is the Raw Food Hike-a-thon?

Beginning on April 22, 2005 (Earth Day), Doug Walsh will begin a 3000-mile walk across America on the challenging Continental Divide Trail (www.cdtrail.org) powered by 100% plant-based raw food. Doug will need to average marathon a day to successfully complete this trail before the snow flies in the fall. This will be a first time an athletic event of this magnitude is successfully completed on a 100% plant-based raw food diet.

The Continental Divide Trail (CDT) is a 3000-mile wilderness trail that travels across the backbone of the continent from Mexico to Canada along the crest of the Rockies. The CDT is the most challenging long distance trail in America. The CDT is only 70% complete which means Doug will need to navigate by map and compass often. The trail traverses desert in New Mexico and Wyoming with long waterless stretches and 100°F temperatures. The 800-mile section in Colorado averages over 11,000 feet in elevation with snow, sub-freezing temperatures, and lightning dangers. The CDT in Wyoming travels through the scenic and remote Wind River Range and the Grizzly Bear country of Yellowstone National Park. Idaho and Montana comprise nearly 1000 miles of trail through many different mountain ranges, sometimes traveling nearly 200 miles

without crossing a road. The last 300 miles of trail to the Canadian Border are through Grizzly Bear country. Doug plans to reach the Canadian Border in Glacier National Park in September before the winter snows begin in the mountains.

The Hike-a-thon's primary goal is to spread the message of the raw food diet to the world. Doug Walsh and the hike team intend to achieve this goal in different, yet connected, ways.

A Permanent Home for the Raw Food Community

We are raising money to complete the construction of a permanent facility that will serve as an exemplary raw culinary arts school and event center for the raw community and beyond. The center will serve as a place where people from around the world can come and learn about the raw food lifestyle from the leaders of the raw movement. The center will also facilitate much larger numbers of students at LLCIAI, who will then become the next generation of teachers of raw food cuisine. Doug is a 2001 graduate of Cherie Soria's Living Light Culinary Institute Chef Training Program.

A Message of Health for the World

The Hike-a-thon is a perfect opportunity to spread the word about the fantastic benefits of the raw food diet. Walking a marathon a day at high elevations for five months on raw foods is hard for anyone to discount. Clearly, Doug is getting all the nutrition from raw foods he needs to thrive. The Hike-a-thon will provide an attractive hook for news media, giving us a platform to inform the larger community about the health-promoting benefits of raw foods and encourage them to find out more.

A Model for Right Living

Doug Walsh, a former Colorado Outward Bound Instructor, has years of experience stretching his own limits and motivating others to do the same. Through inspirational trail journals posted from the road to the Hike-a-thon Web site, Doug will share his trials and tribulations and show others that achieving a dream can be as simple as putting one foot in front of the other.

Audience and Visibility

The Raw Food Hike-a-thon will reach a wide audience of both raw food enthusiasts and other health-conscious individuals through a combination of e-mail marketing, word-of-mouth awareness building, publicity, in-store and affiliate marketing, and donated advertising.

Drawing on our relationship with many of the world's top raw food chefs and hundreds of associate chefs who have been certified by Living Light Culinary Arts Institute, the Hike-a-thon will begin a marketing campaign to reach thousands of raw food enthusiasts nationwide. In addition to LLCAI, several top chefs have enthusiastically agreed to promote the Hike-a-thon to their audiences — representing up to 5,000 names per mailing list.

The Hike-a-thon team is made up of a diverse group of individuals who represent raw food communities from California to Florida, and everywhere in between. Committed to promoting the benefits of a raw food diet, the team is reaching out to raw food, vegan, and vegetarian communities across the country. Through mailing lists, potlucks, and flyering at local venues and events, the hike team will promote the Hike-a-thon and our sponsors to thousands of individuals who seek like-minds, information, and organizations that support the raw lifestyle.

To reach the wider audience of health-conscious individuals attracted to the benefits of a raw food diet, or who are interested in healing alternatives and new advances in sports nutrition, the Hike-a-thon is actively courting local and national media coverage of Doug's hike. Raw food is an emerging lifestyle trend that is gaining media attention, and Doug's unusual undertaking of this strenuous 3000-mile hike on a 100% raw food diet provides a compelling angle for media coverage. The Hike-a-thon has already attracted the partnership of Dr. Doug Graham, an advisor to world-class athletes and trainers from around the globe. Dr. Graham has trained professional and Olympic athletes from almost every sport, including tennis legend Martina Navratilova, NBA player Ronnie Grandison, and the Norwegian national bicycling team.

Dr. Graham, founder of Healthful Living International, is serving as the Hike-a-thon doctor and will help attract an athletically minded audience through his association with the hike. Dr. Graham is the author of several best-selling books, including *Grain Damage, Nutrition and Athletic Performance*, and *The High Energy Diet Recipe Guide*. His articles are regularly featured in *Get Fresh!* and *Living Nutrition* magazines. For more information on Dr. Graham, visit www.doctorgraham.cc.

Participating as a sponsor in the Raw Food Hike-a-thon offers your organization a tremendous opportunity to reach individuals in an emerging health and lifestyle movement. Your support of the Hike-a-thon and the health benefits of a raw food diet will enhance your organization's image as a supporter of enlightened, health-conscious living for people from all walks of life.

How You Can Contribute to a Healthier World

The Raw Food Hike-a-thon offers you the following Corporate and Community Sponsorship opportunities:

RAW FOOD HIKE-A-THON SPONSOR (\$12,500+)

As a Hike-a-thon sponsor, your organization will be recognized as a major sponsor in e-mail marketing campaigns, hike-related events, and on the Raw Food Hike-a-thon Web site (www.rawhike.com). You will also receive recognition through donated advertising in key healthy lifestyle magazines with thousands of impressions. Benefits include:

- Recognition as Hike Sponsor through prominent, persistent promotion of name, logo, links, and company description on event Web site
- Name/Logo prominently displayed in all marketing materials, including e-mails, flyers, event signage, advertising, etc.
- Name in all press releases
- Edited dispatches (photo/text) from Doug Walsh for publication on your Web site
- Invitation to “Day Hike with Doug” in Boulder, Colorado, and complimentary invitation to raw food half-way celebration dinner
- Complimentary invitation to kick-off and finishing celebrations
- In-store appearance by Doug Walsh in one location for hike slideshow and talk on the benefits of a raw food diet (must take place in November 2005)
- Regular reporting on marketing efforts and results via e-mail newsletter
- Assistance organizing raw food demonstrations in your store/office/community

HIKE PARTNER (\$2,500+)

- Recognition as Hike Partner on Web site, including company name, logo, and links
- Name included in flyers and event signage
- Special press release and e-mail marketing update upon signing
- Invitation to “Day Hike with Doug” in Boulder, Colorado, and complimentary invitation to raw food half-way celebration dinner
- Complimentary invitation to kick-off and finishing celebrations
- Regular reporting on marketing efforts and results via e-mail newsletter
- Assistance organizing raw food demonstrations in your store/office/community

MEDIA PARTNER
(Donated Advertising)

- Recognition as Media Partner on Web site, including company name and link (no logo)
- Name included in flyers and event signage
- Article on raw food or hike dispatch from Doug for your publication
- Invitation to “Day Hike with Doug” in Boulder, Colorado, and complimentary invitation to raw food half-way celebration dinner
- Complimentary invitation to kick-off and finishing celebrations

TRAIL PARTNER

(\$10/mile, 30 options to choose from – see appendix for list of opportunities)

- Featured sponsor during your adopted portion of the hike, including logo (perfect for localizing sponsorship)
- Recognition as Trail Partner on Web site, including company name and link (no logo)
- Special press release and e-mail marketing update upon signing
- Invitation to “Day Hike with Doug” in Boulder, Colorado, and complimentary invitation to raw food half-way celebration dinner
- Complimentary invitation to kick-off and finishing celebrations
- Regular reporting on marketing efforts and results via e-mail newsletter
- Assistance organizing raw food demonstrations in your store/office/community

SUPPORTER
(\$250+)

- Recognition as Supporter on Web site
- Assistance organizing raw food demonstrations in your store/office/community

FRIEND
(\$100+)

- Recognition as Friend on Web site

Hike-a-thon Calendar

The Raw Food Hike-a-thon is an 10-month event (including post-event wrap-up) from January 2005 to September 2005. The hike will begin on Earth Day, April 22 and end on September 24. Based on the way the snows have fallen so far, the “Flip-Flop Itinerary” will be the most likely. Hike sponsors and partners will be secured prior to the start date, at which time full attention will be placed on reaching individual donors. Events are planned for the start date, the Boulder leg (Grand Lake to Silverthorne: 8/24-31) and the final leg.

Raw Food Hike-a-thon Sponsorship Contact Information

Donations may be tax deductible or not, depending on your choice. Non-tax-deductible donations will go toward the Hike-a-thon expenses first. Remaining funds will be used toward funding the new Living Light Center. Non tax deductible donations should be made payable to *Living Light International* and mailed to Living Light International, 301 N. Main Street, Ft. Bragg, CA 95437.

Tax-deductible donations will be used to support the Raw Food Hike-a-thon’s goal to spread the message of the raw food diet to the world and for the Raw Food Scholarship Fund. Tax deductible donations should be made payable to the *Institute for Vibrant Living* and mailed to The Institute for Vibrant Living, Raw Food Hike-a-thon, 704 N. Harrison St., Ft. Bragg, CA 95437.

Appendix

Trail Partners Opportunities

The following trail partner opportunities are available during the Raw Food Hike-a-thon. Sponsors of trail legs will be featured on the Web site during adopted portion of the trail and receive permanent recognition as Trail Partner on the Web site. Trail partnerships are a perfect way to reach specific local audiences during the Hike-a-thon. Sponsorship opportunities represent \$10/mile with premiums for the first, Boulder (Grand Lake), and final legs of the trip. For complete details regarding Doug's hike itinerary, please contact the sponsorship coordinator.

LEG	Sponsorship Level (\$10/mi)	Miles	Date	Direction
1) Mexico	\$1,350	60	4/22	NB
2) Deming, NM	\$950	95	4/26	NB
3) Mimbres, NM	\$500	50	5/3	NB
4) Wilderness Lodge, NM	\$1,150	115	5/6	NB
5) Pie Town, NM	\$810	81	5/13	NB
6) Grants, NM	\$1,150	115	5/18	NB
7) Cuba, NM	\$650	65	5/23	NB
8) Ghost Ranch, NM	\$850	85	5/27	NB
Chama, NM		5/31 – 3 days travel to Old Faithful		
9) Old Faithful Village, WY	\$1,050	105	6/6	NB
10) Lima, MT	\$1,150	115	6/10	NB
11) Leadore, ID	\$1,200	120	6/16	NB
12) Salmon, ID	\$1,150	115	6/22	NB
13) Anaconda, MT	\$800	80	6/27	NB
14) Elliston, MT	\$650	65	7/1	NB
15) Lincoln, MT	\$550	55	7/5	NB
16) Benchmark Ranch, MT	\$1,300	130	7/8	NB
17) East Glacier, MT	\$1,100	110	7/15	NB
Canada		7/20 – 2 days travel to Old Faithful		
18) Old Faithful Village, WY	\$1,000	100	7/22	SB
19) Dubois, WY	\$900	90	7/27	SB
20) Pinedale, WY	\$800	80	8/2	SB
21) Lander, WY	\$1,300	130	8/6	SB
22) Rawlins, WY	\$800	80	8/11	SB
23) Encampment, WY	\$800	80	8/15	SB
24) Steamboat, CO	\$1,000	100	8/19	SB
25) Grand Lake, CO	\$1,290	82	8/24	SB
26) Silverthorne, CO	\$750	75	8/31	SB
27) Twin Lakes, CO	\$750	75	9/4	SB
28) Salida, CO	\$1,000	100	9/9	SB
29) Creede, CO	\$1,200	120	9/14	SB
30) Pagosa Springs, CO	\$1,050	70	9/21	SB
Chama, NM		9/24		

About Hiker Doug Walsh

Doug received a magna cum laude Bachelor of Arts degree in physics from Franklin and Marshall College in 1986, and a Master's in Education from the University of Massachusetts in 1988. He studied physics in an attempt to understand and harmonize with the magnificence of the natural world he observed around him. Yet only intellectual study of nature felt empty. At the top of a mountain in New Hampshire in 1987, he felt his heart call out for first-hand experience of the Earth. There was no going back to the classroom.

As a former Colorado Outward Bound Instructor, Doug has logged enormous amounts of time out in wild nature. His passion is exploration of wild outer nature as a way to encounter the wild Soul within. During the 1990's, Doug climbed the highest hundred peaks in Colorado. Most of these climbs were accomplished on raw foods. In 1998, Doug hiked the 222-mile John Muir Trail in California on a diet of raw foods. In 2001, Doug spent 4 _ months walking the 2,650-mile Pacific Crest Trail through the wilderness mountains of California, Oregon and Washington. Doug walked the PCT on a diet of 100% raw foods.

Doug's quest is to become a healthy cell in the body of the Earth. He sees uncooked foods that still contain the Earth's healing vibrations as a homeopathic remedy that assists in this goal. Doug has been a vegan since 1988 and a raw food vegan since 1996. Doug is a 2001 graduate of the Living Light Culinary Institute Chef Training program. He has done workshops on the science and preparation of raw foods all across the country

About Living Light Culinary Arts Institute

Living Light Culinary Arts Institute invites all raw food enthusiasts without judgment about how raw they are or what kind of raw food diet works best for them. The Institute brings together the many diverse elements of the raw community so they can live their truth and share it with the world. The Raw Food Hike-a-thon will help to put raw food in the forefront of the news and assist LLCAI in creating a center where people from around the world can come and learn about the raw food lifestyle from the leaders of the raw world.

LLCAI, founded by master raw vegan chef Cherie Soria, offers hands-on certification courses in the art of gourmet raw vegan cuisine for individuals, chefs, and teachers. LLCAI is known internationally as the premier raw chef school in world. Courses are designed to assist students in achieving the highest level of competence, regardless of initial skill level.

Cherie is known and respected among the international raw food community as one of the world's top raw vegan chefs and an early pioneer in the development of raw gourmet cuisine. She was chosen as Chef Coordinator for the Raw Food Masters Culinary Showcase 2000 in Jamaica, the largest gathering ever of top raw food chefs.

Visit www.rawfoodchef.com for more information on Cherie and Living Light Culinary Arts Institute.