



BE RELENTLESS.

BeRelentless.iEmpathize.org

an iEmpathize Campaign
iEmpathize is a 501(c)3
EIN# 26-3124442



iEMPATHIZE

We are a 501(c)3 non-profit dedicated to combating crimes against children. Our mission is to eradicate child exploitation and engage culture in creative solutions. We focus in prevention, intervention, aftercare, and advocacy.

EXPLOITATION

Exploitation occurs when a person or group of people take advantage of another person's vulnerability in order to obtain personal gain. Human trafficking—one of the most severe forms of exploitation—is modern day slavery. There are more slaves today than ever before in history. Exploitation is a multifaceted issue that affects all levels of society worldwide. Vulnerable children are specially targeted.

THE JOURNEY

Be Relentless is a documentary film that will demonstrate how everyday people can make an impact in extraordinary issues. On March 1, 2014, Norma Bastidas, a fearless survivor of sexual violence, will embark on a record-setting journey of more than 5,000 miles running, biking and swimming from Cancun, Mexico to Washington D.C. to combat human trafficking and empower countless survivors across the world. Norma is no stranger to adversity; she overcame poverty, rape, abuse and addiction before summoning the courage to turn her trauma into action. She has since run seven of the planet's most unforgiving ultra marathons on seven continents in seven months. Her new challenge is to alter our perception of human trafficking. In addition to capturing Norma's achievement, the documentary team will also capture the stories of victims and their advocates in both the United States and Mexico. These stories include a jungle raid and rescue in Chiapas, Mexico, USC law school's successful liberation of a Mexican trafficking survivor jailed for a murder her trafficker committed in front of her, and the stories of everyday heroes fighting one of the greatest modern human rights violations. Our bi-national team of policy makers, educators, relief workers, film crew, and survivors is committed to bringing the world's attention to this issue.

"Ultras are tough, both physically and emotionally," admits Norma, "but the challenge is only temporary. After I finish an ultra, my life goes back to normal, but survivors have to keep overcoming huge challenges every day of their lives."

THE IMPACT Be Relentless Movie and Movement

Human trafficking is acknowledged as the fastest growing crime business in the world, impacting hundreds of thousands of men, women, and children. Mexico and the United States are not exempt: tens of thousands are exploited for financial gains in and between our two countries every year. Be Relentless will document Norma's epic achievement in order to shatter barriers that hinder legislative and social engagement surrounding this issue. The film will serve as a platform to educate and engage the public, industry leaders, and legislative influencers on the under recognized issue of child exploitation in order to inspire a binational response to eradicate the victimization of children. In addition, proceeds will benefit iEmpathize's ongoing prevention projects as well as empowering and reintegrating fierce survivors like Norma.



BE RELENTLESS WITH US

Each day Norma prepares for the fight of a lifetime against human trafficking and is more poised than ever to tackle this ultimate physical and mental challenge of unrelenting endurance, selflessness, and compassion. But she cannot do it alone. The commitment of every sponsor also brings us closer to our goal of eradicating human trafficking. We need you to join us in the fight against modern slavery. Find out more about Norma and how you can do something to end it at: <http://berelentless.iempathize.org/>.

SPONSORSHIP DECK

CORPORATE	REWARDS
\$1000.00+	Company Name on Be Relentless Webpage
\$5,000.00+	Above + Small Logo in Film Credits and on Website
\$10,000.00+	Above + Company Logo in Film Credits, on Website and on Small Logo on Norma's Running Bib
\$25,000.00+	Above + Medium Logo on Norma's Running Bib +Publicly Thanked at Speaking Events
\$50,000.00+	Above + Branding Featured in Credits (Norma Wearing Running Bib with Your Logo/Branding in it.
\$100,000.00+	Above + Customized Brand Integration to be Discussed with Be Relentless Team

INDIVIDUAL	REWARDS
\$25.00+	Social Media Shout Out
\$50.00+	Social Media Shout Out And Web Credit
\$100.00+	Above + Two Movie Passes to Closest Screening
\$500.00+	Above + Two More Passes + Digital Download of Film
\$1000.00+	Above + Movie Credit
\$5000.00+	Above + 1 Pass + Prescreening Experience with Norma



BUDGET

Expense	Description	Total
Crew Stipends	Payment for 13 crew members over 45 days of filming	\$115,080
Transportation	Vehicles used for Norma and the documentary crew	\$84,270
Film Gear	Equipment for 45 days of filming	\$29,375
Food	45 days of meals for Norma and the crew	\$21,750
Insurance	Production, gear, and travel insurance	\$15,559
Flights	Flights for 13 people and shipping for gear	\$10,600
Norma's Gear	Bike, clothing, wetsuit, shoes, and etc.	\$10,000
Misc.	Mechanic fees, gear, medicine, etc.	\$10,000
Permits	Various permits in both the U.S. and Mexico	\$7,000
01/2014 Scouting	Car rental, fuel, lodging, insurance, per diem, etc.	\$6,000
Fuel	For all vehicles used between Cancun and D.C.	\$6,000
Boat Rental	Small boat to track Norma during swimming portion	\$5,600
Lodging	15 days of lodging for Norma and the crew	\$4,000
Communication	Phone, internet, and sim card expenses	\$2,100
Total Budget		\$327,334
Total Daily Budget		\$7,274

*Detailed, itemized budget available upon request



BE RELENTLESS.