



PSI Capital Management

MONTH-LONG WALK-A-THON



LEADING UP TO OUR ANNUAL 100-MILE
HIKE 4 TIKES CHARITY EVENT



CHARITY EVENT SPONSORSHIP



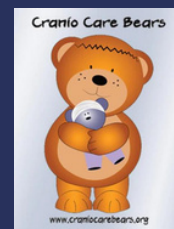
This May, PSI Capital Management is hosting a Month-Long Walk-A-Thon alongside our annual 100-mile Hike 4 Tikes. This year is shaping up to be our biggest and most exciting yet as we invite the community to join us throughout the month of May to raise awareness and funds for two special children’s charities, while our PSI team completes a week-long 100-mile hike through the Pennsylvania mountain range.

A Two-Event Mission with One Shared Goal

The Walk-A-Thon (May 1–31): Participants pledge miles at their own pace while sharing photos and milestones online and across their own social media platform. Early registrants will receive an event T-shirt featuring community sponsors, charity logos, and the Hike for Tikes branding.

The official 100-Mile Hike 4 Tikes will kick off May 23: PSI Capital Management Owner/Partner & Advisor, Scott Smith alongside Financial Advisor Bryce Brennan, embark on their annual weeklong, 100-mile hiking challenge with daily coverage on social media and event communications.

PRESENTED BY:



ABOUT THE CHARITIES

This year, we are once again honored to support Cranio Care Bears and Gold Together for Childhood Cancer—two organizations that have made a profound impact on children and families facing serious medical challenges. These charities are especially meaningful to the PSI Capital Management family, and their missions reflect the heart of why we walk, hike, and rally our community each year.

Cranio Care Bears holds a deeply personal place in our story. Our team member, Tara Cruz, has a son who underwent multiple cranial vault reconstruction surgeries for craniosynostosis before the age of two. During that difficult journey, their family received several Cranio Care Bear care packages, each one bringing moments of comfort and encouragement during long hospital stays. Cranio Care Bears provides these care packages at no cost to families, funded entirely through donations, offering hope, resources, and a sense of connection during one of the most overwhelming seasons a parent can face.

Gold Together, part of the American Cancer Society, is dedicated to raising awareness and funding for childhood cancer research, patient support, and family services. Their work ensures that children fighting cancer—and their families—receive the care, resources, and advocacy they need. Gold Together empowers communities to stand with kids who deserve the chance to grow, thrive, and heal.

Our first 100-mile Hike 4 Tikes event in 2023, with the generosity and heart of our community, we raised over \$11,000 in just one week for these two incredible organizations. That achievement showed us what is possible when people come together with purpose.

This year, we're dreaming even bigger. With your help as community partners and sponsors, our goal is to raise \$25,000 to support these charities and the families they serve. Every contribution, every sponsorship, and every mile walked helps make that goal a reality.



GOLD TOGETHER

CHAMPIONS



SPONSORSHIP PACKAGE

PLATINUM SPONSOR **\$5,000**

- Sponsor recognition for Walk-A-Thon & 100-Mile Hike
- Largest logo on shirts, website, and social media
- Sponsored spotlight post
- Sponsor of one day/leg of the hike
- Mentions in kickoff, updates, and finale
- Limited to 1-2 sponsors

GOLD SPONSOR **\$2,500**

- Large logo on shirts & website
- Dedicated social spotlight
- Sponsor of one Walk-A-Thon challenge or hike day
- Logo in event newsletters
- Featured in hike recap
- Limit: 3-5 sponsors

SILVER SPONSOR **\$1,000**

- Logo on shirts & website
- Included in group spotlight post
- Mention in one mileage update
- Logo in emails
- Limit: 5-10 sponsors

BRONZE SPONSOR **\$500**

- Logo on website
- Group social media thank-you post
- Recognition in wrap-up content
- Limit: 10+ sponsors

FOR SPECIFIC QUESTIONS, REACH OUT TO TARA@VISITPSIONLINE.COM



THANK YOU!

Thank you for taking the time to learn about our Month-Long Walk-A-Thon and the meaningful causes behind this year's Hike 4 Tikes event. Your consideration truly means so much to us.

At PSI Capital Management, we believe that when a community comes together with purpose, extraordinary things can happen. By joining us as a sponsor, you are not only supporting our event, you are directly supporting children and families navigating some of life's most challenging moments.

We also want you to know that 100% of your sponsorship dollars go directly to the charity of your choice, ensuring your contribution makes the greatest possible impact.

This year, our goal is even bolder — \$25,000 — and we are confident we can reach it with the support of community partners who share our commitment to helping children and families in need.

Whether you choose to sponsor, participate, or simply help spread the word, we are deeply grateful for your support. Every step, every mile, and every sponsorship helps lift a child, encourage a family, and strengthen our community.

Thank you again for being part of this mission. We are honored to walk alongside you.

IF YOU ARE INTERESTED IN LEARNING MORE ABOUT HOW YOU CAN BECOME A SPONSOR, PLEASE REACH OUT TO TARA@VISITPSIONLINE.COM OR CALL US DIRECTLY AT 717-207-7123.

TO ENSURE YOUR BUSINESS IS INCLUDED ON ALL EVENT MATERIALS AND T-SHIRTS, PLEASE NOTE THE FOLLOWING DEADLINES:

- **SPONSORSHIP COMMITMENT DEADLINE: APRIL 17, 2026**
- **LOGO SUBMISSION DEADLINE: APRIL 20, 2026**