

Cara Steves

PRL 214

Professor Pelfrey

3/23/23

Pitch Memo Assignment

To: Clay Skipper at GQ

Subject: HOKA's First-Ever 10th Anniversary Event to benefit non-profit

Hi Clay!

The HOKA team and I would like to extend a warm thank you for your support of the HOKA brand within the running community. We as a company appreciate all you have done in inspiring and supporting others to move. To show our gratitude, we would like to invite you to HOKA's 10th annual anniversary event, a race taking place at Yosemite National Park on May 5, 2023. For every participant in the race, HOKA is donating 20% of shoe sales to organization Wings of America, a non-profit dedicated to empowering groups of American Indian runners.

With your engagement of runners and athletes across the nation through your coverage of marathons, fitness activities, and other athletic events, HOKA would love the opportunity for you to share the details of this event with your audience. This will be HOKA's first anniversary event, and having the chance to donate to such a worthy cause is something everyone at HOKA feels passionately about. Our marathon will be the first HOKA sponsored event, taking place in one of the most beautiful places in the world to run.

I would love to set up a meeting for you and Wendy Yang, HOKA President, to discuss the details of this event. Would you be available to meet via Zoom anytime between April 5-10? I would also be happy to answer any questions you may have by email at cgsteves@syr.edu or by phone at 248-996-2044.

Thank you kindly on behalf of HOKA for your time and I look forward to hearing from you!

Best,
Cara Steves
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HOKA

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