

## REMEMBER

Will you walk for those who no longer can  
and alongside those who are learning to walk again?

## INSPIRE

Will you walk to finish the job that was started  
by a grieving mother in 1980?

## COMMIT

Will you walk to end drunk driving?



# West Tennessee Walk Like MADD

**Saturday, August 29<sup>th</sup>, 2020**

**Memphis Zoo**

**[www.walklikemadd.org/WestTN](http://www.walklikemadd.org/WestTN)**



# IMPAIRED DRIVING ENDS HERE.

## Partnership Opportunity

You can join Mothers Against Drunk Driving in the fight against impaired driving and play a key role in keeping our roads safe. Not only would your partnership help MADD fulfill its mission to stop drunk driving, help fight drugged driving, support victims, and prevent underage drinking, it also provides unparalleled exposure for your company showing our victims/survivors, volunteers, law enforcement, government partners, and supporters that YOU care enough to make a difference!

**We need your help to create a world where impaired driving ends and lives don't.**

### WALK LIKE MADD

Walk Like MADD is our signature fundraising event to help us raise both awareness and funds to eliminate drunk driving and fight drugged driving.

Many who participate have a common bond: they know someone who has been injured or killed in a drunk or drugged driving crash, or they feel strongly about ending impaired driving. Each year, more than 90 cities across the nation host Walk Like MADD events. With every step taken and each dollar raised, we support MADD's lifesaving mission to keep our families and communities safe.



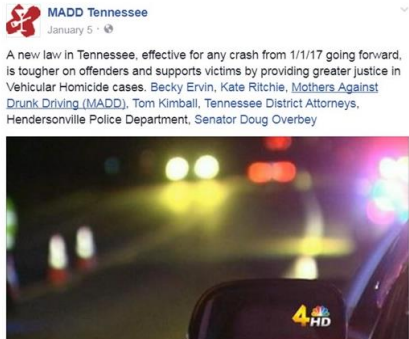
Where does the money go that you raised for Walk Like MADD?

To build awareness about what it's like to live with injury after an impaired driving crash and to give a voice to victims of these tragedies. Over 8,300 people saw our Facebook Live Conversation: Living With Injury – Maddie Belt



Where does the money go that you raised for Walk Like MADD?


To help support victims in getting Memorial Signs in honor of loved ones killed in impaired driving crashes.



Where does the money go that you raised for Walk Like MADD?

To advocate for laws that improve DUI legislation like this one which passed in Tennessee in 2017 that took all-probation sentences off the table for Vehicular Homicide cases.

New law says offenders can no longer receive probation in drunken-driving deaths




"It made me realize what could really happen, even though I thought it could never happen to me."

Victim Impact Panel Attendee February 2016

Where does the money go that you raised for Walk Like MADD?

To programs like Victim Impact Panel which are changing attitudes and behaviors of DUI offenders and saving lives!



Where does the money go that you raised for Walk Like MADD?

To advocate for laws that prevent underage drinking like this Vertical License Law that passed in Tennessee in 2017!

Here is a sample of what MADD does with the funds raised for Walk Like MADD in Tennessee.



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## West Tennessee Walk Like MADD

Photos from 2019 event

Memphis Zoo  
Memphis, TN



**Trevor Schor**  
April 8, 1985 - December 14, 2007

Trevor was a loving and amicable teenage boy. He was well liked by many, and he is sorely missed by all that had the privilege to know him. Trevor left behind an older brother Devin, age 18, who is the beneficiary of a savings account Crystal, TN, in his honor. He is remembered as a challenge to society.

**Linda Perez**  
March 28, 1930 -

# INSPIRE

Will you walk to finish the job that was started by a grieving mother in 1980?



West TN Walk Like MADD Memphis Zoo Memphis, TN	Platinum Partner \$10,000	Gold Partner \$5,000	Silver Partner \$2,500	Bronze Partner \$1,000	Friend of MADD (In Kind partner) \$500*
Receive first right of refusal for continuation of Platinum Partnership	★				
Opportunity for company representative to address attendees during Opening Ceremony with 3-5 minute remarks	★				
Logo placement on MADD TN website homepage for one year with hyperlink to company site - <a href="http://www.madd.org/tn">www.madd.org/tn</a>	★				
Exclusive partnership of Event Water Stations	★				
Partner recognition in press release	★				
Logo prominently featured on WLM Memphis event website – <a href="http://www.walklikemadd.org/WestTN">www.walklikemadd.org/WestTN</a>	★	★			
Logo prominently featured on the WLM West TN event t-shirt	★	★			
Announcement of partnership in post on MADD Tennessee Facebook page with company logo	★	★			
Partnership recognition in eNewsletter distributed to almost 7,000 MADD constituents	★	★			
Complimentary partner booth (table supplied)	★	★	★		
Plaque acknowledging your company partnership	★	★	★		
Opportunity to hang company banner at event (provided by partner)	★	★	★	★	
Event Day Publicity (recognition during ceremony, stage announcements)	★	★	★	★	
Logo displayed on WLM West TN website – <a href="http://www.walklikemadd.org/WestTN">www.walklikemadd.org/WestTN</a>	★	★	★	★	★
Logo displayed on WLM West TN event t-shirt	★	★	★	★	★
Opportunity to provide giveaways to attendees in goody bags (Must be received by MADD one week prior to event.)	★	★	★	★	★
Partnership Walk Team to include complimentary registration for Walk participants (each receives a WLM shirt)*	★ x 25	★ x 20	★ x 15	★ x 10	★ x 5
MADD educational presentation to staff at your site	★	★	★	★	★

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