



**IN- PERSON
HUIZENGA PLAZA**

Fort Lauderdale

**VIRTUAL
YOUR PLACE**

Your Place

4.25.21

04.25.21

Thru

05.09.21

Tracy Roloff

Executive Director - South Florida Region

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MOTHERS AGAINST DRUNK DRIVING | 1655 N. Commerce Parkway, Suite 302, Weston, FL 33326

WALK LIKE MADD & MADD DASH

WHO WE ARE:

Mothers Against Drunk Driving

Founded by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving (MADD) is the nation's largest nonprofit working to protect families from drunk driving and underage drinking. As one of the largest victim services organizations in the U.S., MADD served 63,000 victim survivors of drunk driving last year at no charge, serving one person every eight minutes. The organization's work has helped save nearly 30,000 young lives since the passage of the 21 Minimum Drinking Age Law.

WHAT:

The Numbers Say

Despite a nearly 50 percent decline in alcohol-related traffic fatalities since MADD was founded in 1980, over 10,000 people are killed by drunk drivers and another 350,000 are injured in alcohol-related crashes every year

WHY WE WALK:

Walk Like MADD and MADD Dash Fort Lauderdale

Walk Like MADD and MADD Dash Fort Lauderdale is a community-driven 5K that raises awareness about drunk driving and underage drinking, and unites community members around MADD's mission. Many who participate have a common bond; they or someone they know has been injured or killed and they feel strongly about preventing drunk driving. Others want to be a part of change and take a positive stand. All funds raised support programs to help those affected by drunk driving, and to prevent this senseless tragedy. Every dollar donated remains in the South Florida community to provide victim services and prevention education at no cost.

HOW:

Sponsor Walk Like MADD and MADD Dash Fort Lauderdale

Walk Like MADD and MADD Dash Fort Lauderdale is an opportunity for local businesses to reach a large number of walk/run participants and supporters with branding and messaging. The branding opportunities begin before the events with web exposure, social media presence, and printed materials.

With a **sponsorship**, you can join MADD in the fight against drunk driving and play a central role in keeping our roads and families safe. Not only will sponsorship help MADD fulfill its mission to eliminate drunk driving, support victims, and prevent underage drinking, it also provides unparalleled exposure for your company. Please review the sponsorship levels on the following page.

DID YOU KNOW:

2 IN 3 PEOPLE

On average, **2 in 3 people** will be involved in a drunk driving crash in their lifetime.

50 MINUTES

Every **50 minutes**, someone is killed by a drunk driver

10,000 LIVES

Drunk-driving crashes claim more than **10,000 lives** per year.

4.5 TIMES

Drivers with BACs of .08 g/dL or higher involved in fatal crashes were **4.5 times** more likely to have prior convictions for driving while impaired (DWI) than were drivers with no alcohol

In 2018, Florida had 814 alcohol impaired driving fatalities,

NTSA October 2019

Sponsorship Benefits	Signature Sponsor	Title Sponsor	Presenting Sponsor	Road Guardian Sponsor	Corporate Champion Sponsor	Spotlight Sponsor	MADD Milestone Sponsor
	\$ 25,000	\$ 15,000	\$ 10,000	\$ 7,500	\$ 5,000	\$ 2,500	\$ 1,500
	Complimentary Event Registrations	25	20	15	10	6	4
ON-GOING RECOGNITION (RECOGNITION THAT WILL BEGIN ONCE COMMITTED AS A SPONSOR)							
Company name included in event title	●	●	●				
Logo included on emails to all current & former participants	●	●	●	●			
Inclusion in pre-event press release	●	●	●	●			
Company logo displayed on event website	●	●	●	●	●	●	
Company logo or name displayed on all event brochures and materials	●	●	●	●	●	Name Listed	
Company logo or name displayed in social media post(s)	Logo *Dedicated - Welcome Post - Event Month - Thank You Post	Logo *Dedicated - Welcome Post - Event Month - Thank You Post	Logo *Dedicated - Event Month - Thank You Post	Logo *Dedicated - Event Month - Thank You Post	Logo *Shared - Event Month	Name Listed *Shared - Event Month	Name Listed *Shared - Event Month
Inclusion in post-event press release	●	●	●	●			
ADDITIONAL BENEFITS							
Walk Like MADD & MADD Dash 5k Recognition Plaque	●	●	●	●	●	●	
Logo on step & repeat at any auxiliary Walk Like MADD events. (Wrap-up etc. If applicable.)	●	●	●				
Free Power of Parents Workshop, facilitated on-site or virtual	●	●	●	●	●	●	●
Invitation and recognition at the Statewide Law Enforcement Event	8 Tickets	8 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets	

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	Exclusive Activation *To be selected, per availability. Details on the next page.	●	●	●	●		
Company logo or name on all participant shirts	●	●	●	●	●	●	Name Listed
LIVE EVENT - RECOGNITION							
Opportunity to speak pre walk/run	●	●					
Logo on stage signage	●	●	●				
Opportunity to place promotion items or information within participant goodie bags (Deadline 4/9/2021)	●	●	●	●	●	●	
VIRTUAL EVENT - RECOGNITION							
Opportunity to speak (Pre-recorded to play as part of virtual event)	●	●					
90 second custom "Why We Walk (run)" advertisement to be sent to all participants through available platforms (social, email, etc.)	●	●	●				
Additional social media posts to begin in March	DEDICATED - Weekly Logoed/Tagged Posts - Opportunity for one video post inclusive of other social posts	DEDICATED - Weekly Logoed/Tagged Posts - Opportunity for one video post inclusive of other social posts	DEDICATED - Two Logoed/Tagged Posts per month - Opportunity for one video post inclusive of other social posts	DEDICATED - Two Logoed/Tagged Posts per month - Opportunity for one video post inclusive of other social posts	DEDICATED - One Logoed/Tagged Post per month - Opportunity for one video post inclusive of other social posts	SHARED - One Logoed/Tagged Post per month	
Opportunity to place company information/literature within participants mailed packets (Deadline 4/9/2021)	●	●	●	●	●	●	

EXCLUSIVE SPONSOR ACTIVATIONS

Signature
Sponsors
\$ 25,000

* Exclusive Customized Activation & details upon request

Title
Sponsors
\$ 15,000

* Exclusive activations available:

- Official Sponsor of RaceJoy App. The app that all participants will use to log their miles. This includes up to two different rotating banner ads within the app.

SOLD

• Finisher Medals: Exclusive placement of logo on all participant finisher medals or lanyard.

Presenting
Sponsors
\$ 10,000

* Exclusive activations available:

- Dedicated Audio Cue during the MADD Memorial Mile. Record audio cue for all participants as they run/walk the MADD Memorial Mile (mile 2-3). 30 second audio clip will play for all participants.
- Finish Line Sponsor - Record a 30 second audio cue for all participants.. Additionally, all participants will receive their official time "Sponsored By" your company.

Road
Guardian
Sponsors
\$ 7,500

* Exclusive activations available:

- VIP Sponsor Wrap-Up Event: Exclusive sponsor of wrap event. Pending community health standards
- Finish Line Presence: Opportunity to distribute sponsor provided branded item. *ex: Visor, Headbands (Sponsor to provide)*
- Water Station: Exclusive branding of on-course water availability station.
- Dedicated Audio Cue. Record audio cue for all participants as they participate. 30 second audio clip will play for participants. (Three available)



All live activations subject to county health regulations.

SPONSORSHIP TRANSACTION FORM



2021 MADD & MADD DASH FORT LAUDERDALE 5K

PLEASE SELECT YOUR SPONSORSHIP LEVEL BELOW:

<input type="checkbox"/>	Signature Sponsor	(\$25,000)	<input type="checkbox"/>	Title Sponsor	(\$15,000)
<input type="checkbox"/>	Presenting Sponsor	(\$10,000)	<input type="checkbox"/>	Road Guardian	(\$ 7,500)
<input type="checkbox"/>	Corporate Champion	(\$ 5,000)	<input type="checkbox"/>	Spotlight Sponsor	(\$ 2,500)
<input type="checkbox"/>	MADD Milestone	(\$ 1,500)	<input type="checkbox"/>	Friends of MADD*	(\$ 500)

* Includes: Two (2) Entries
Company name listed on participant shirts only

Sponsorship payment due: March 31, 2021

Note: Deadline to be included on event collateral: March 5, 2021

VIA CHECK OR CREDIT CARD (PLEASE SELECT)

Please use my credit card: Amex M/C VISA Discover

Credit Card #: _____ Exp Date: _____ Security #: _____

Company: _____

Company Representative: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Company Representative Signature: _____ Date: _____

Thank you for your generous support!

Please contact Rachel Stephens with questions:
954.448.7880 or email: rachel.stephens@madd.org

***Please make checks payable to Mothers Against Drunk Driving and send to:**

Mothers Against Drunk Driving, Florida State Office
Attn: Rachel Stephens
1655 North Commerce Parkway, Suite #302
Weston, FL 33326

* Please fill out company representative information and send form along with check