

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?



East Tennessee Walk Like MADD

Sunday, August 29, 2021
Knoxville Zoo

www.walklikemadd.org/event/EastTN



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.



"It made me realize what could really happen, even though I thought it could never happen to me."
Victim Impact Panel Attendee
February 2018

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!



MICHIGAN
OPERATOR LICENSE
A 103 100 008 172
COPIES 10-15-2008
UNDER 21 UNTIL 10-15-2008
UNDER 21 UNTIL 10-15-2008
ANNA MARIE DRIVER
100 LINDEN BLVD
ANN ARBOR, MI 48106
Date of birth: 10-15-1987
Sex: F
Height: 5'00"
Eye: BRN
Hair: BRN
Signature: Anna Marie Driver
MICHIGAN
2008

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!



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



Impaired Driving Costs Innocent Lives
In Memory of Tyler Head

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.



MADD Tennessee
January 5 · 📺
A new law in Tennessee, effective for any crash from 1/1/17 going forward, is tougher on offenders and supports victims by providing greater justice in Vehicular Homicide cases. Becky Ervin, Kate Ritchie, Mothers Against Drunk Driving (MADD), Tom Kimball, Tennessee District Attorneys, Hendersonville Police Department, Senator Doug Overbey

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

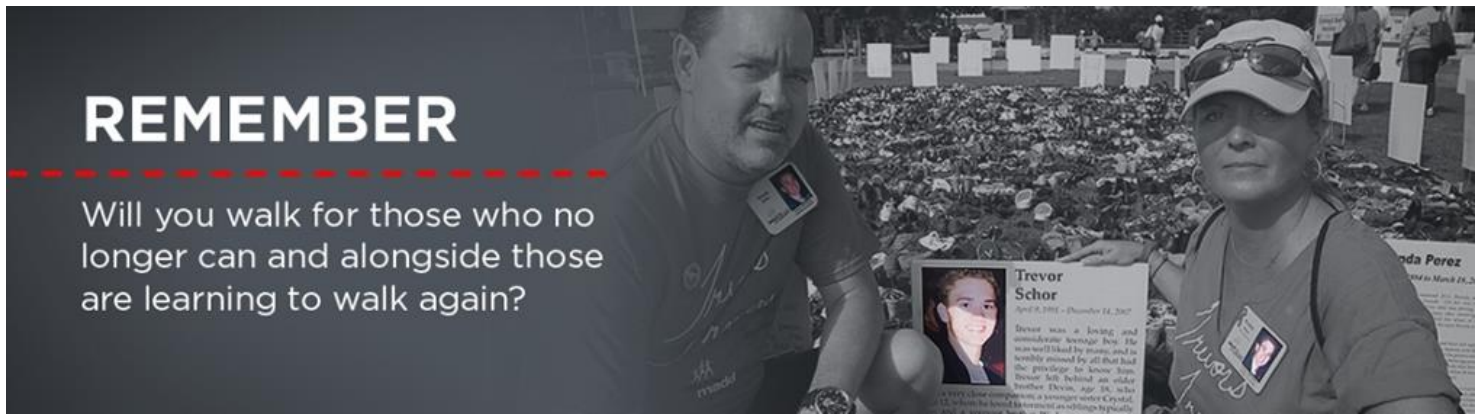
To advocate for laws that improve DUI legislation like this one which passed in Tennessee in 2017 that took all-probation sentences off the table for Vehicular Homicide cases.

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

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

REMEMBER

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East Tennessee Walk Like MADD

Photos from 2019 event

Knoxville Zoo
Knoxville, TN



INSPIRE

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

East TN Walk Like MADD Knoxville Zoo Knoxville, 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 - www.madd.org/tn	★				
Exclusive partnership of Event Water Stations	★				
Partner recognition in press release	★				
Logo prominently featured on WLM East TN event website – www.walklikemadd.org/event/EastTN	★	★			
Logo prominently featured on the WLM 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 East TN website – www.walklikemadd.org/event/EastTN	★	★	★	★	★
Logo displayed on WLM 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	★ x 25	★ x 20	★ x 15	★ x 10	★ x 5
MADD educational presentation to staff at your site or via Zoom.	★	★	★	★	★

Contact: Julie Strike, East TN Programs Specialist, MADD Tennessee
julie.strike@madd.org
615-360-8055 x4753



2021 Walk Like MADD® Partnership Agreement

This partnership agreement ("Agreement"), effective this _____ day _____, 20____ (hereinafter the "Effective Date"), by and between Mothers Against Drunk Driving® ("MADD"), headquartered at 511 E. John Carpenter Freeway, Suite 700, Irving, Texas 75062, and _____ ("Partner"), located at _____ ("Partner"). The purpose of this Agreement is to allow Partner to become a local partner of MADD's *Walk Like MADD* event ("the Event").

PARTNER AGREES TO BE A LOCAL PARTNER AT THE FOLLOWING DESIGNATED LEVEL:

Partnership Level		Partnership Amount	Min. 50% Upfront Commitment	Due Date (30 days)	Remaining Balance	Due Date (event date)
	Platinum Partner	\$10,000	\$		\$	
	Gold Partner	\$5,000	\$		\$	
	Silver Partner	\$2,500	\$		\$	
	Bronze Partner	\$1,000	\$		\$	
	Friend of MADD (In-kind partner)	\$500 minimum	\$		\$	

By signing this Agreement Partner agrees to be bound by the *Walk Like MADD* Partnership Terms and Conditions, attached and incorporated herein, as well as all additional terms and conditions set forth in the *Walk Like MADD* Partnership Proposal, including but not limited to the benefits related to each partnership level, which is hereby incorporated in this Agreement.

Payment and Benefits Terms

The parties agree that Partner's payment to MADD at the level indicated above must be submitted to MADD in full by event date. The parties further agree that if Partner receives any or all of the benefits that Partner shall be entitled to per this Agreement prior to submitting its required partnership payment in full, Partner shall be obligated to pay to MADD the fair market value of the benefits received by Partner.

Company Name

Company Representative - Printed Name

Title

Address

City

State

Zip

Phone Number

Email

Signature

Date

WALK LIKE MADD PARTNERSHIP
TERMS AND CONDITIONS

1. **Term.** This Agreement shall begin on the Effective Date set forth above and end at the conclusion of the scheduled, local *Walk Like MADD*[®] event (the “Event”).
2. **Use of Partner Marks.** Partner grants Mothers Against Drunk Driving (“MADD”) a non-exclusive, royalty free license to use the Partner’s name, logos, and marks (“Partner Marks”) as approved by Partner, as mutually agreed upon, and for no other purpose.
3. **Use of MADD Marks.** Upon receipt of the signed Agreement, MADD grants Partner a non-exclusive, royalty free license to use the MADD name, logo, and marks (“MADD Marks”) as approved by MADD, solely for display in connection with Partner’s partnership of the Event, or as otherwise mutually agreed upon by MADD and Partner, and for no other purpose.
4. **Assignment and Sublicense.** (a) MADD shall not sublicense or transfer the use of the Partner Marks to any person or entity, or otherwise permit a third party to use Partner Marks for any purpose not authorized by this Agreement. MADD recognizes that there is great value to Partner in the Partner Marks and in the good will associated therewith; that nothing in this Agreement gives MADD any interest or property rights in the Partner Marks, except the right to use the Partner Marks as specifically set forth herein. (b) Partner represents and warrants that there is no known legal impediment to the use of the Partner’s name, logos, or marks as contemplated in this agreement.
5. **Partnership Payment and Benefits.** (a) The parties agree that Partner’s payment to MADD at the level indicated above must be submitted to MADD in full by event date. The parties further agree that if Partner receives any or all of the benefits that Partner shall be entitled to per this Agreement prior to submitting its required partnership payment in full, Partner shall be obligated to pay to MADD the fair market value of the benefits received by Partner. NOTWITHSTANDING ANY OTHER TERMS OF THIS AGREEMENT, PARTNER SHALL PAY TO MADD THE FULL AMOUNT OF ITS PARTNERSHIP OBLIGATION NO LATER THAN THIRTY (30) DAYS FOLLOWING THE PARTNERED EVENT.

(b) It is mutually understood that MADD is a tax-exempt entity under Section 501(c)(3) of the internal revenue code and that this Agreement and any additional terms and conditions set forth in the *Walk Like MADD* Partnership Proposal, including but not limited to the benefits related to each partnership level, hereto will not include any obligations for MADD that are unrelated to its charitable purpose or that would subject any payments, donations (in-kind or otherwise) or other valuable consideration made or provided to MADD under this Agreement to tax as income from a business activity unrelated to said charitable purpose.
6. **Indemnity.** Partner agrees to indemnify, hold harmless and, at MADD’s request, defend MADD and its directors, officers, employees, and agents against losses and expenses of any nature (including but not limited to reasonable attorneys’ fees and costs of suit) resulting from the performance of this Agreement and that are directly attributable to the gross negligence or willful misconduct of Partner, its employees or other representatives.
7. **Event Cancellation.** MADD will use its commercially best efforts to conduct the Event on scheduled date; however MADD, its directors, officers, employees, and agents shall not be responsible for damages that result from delays or postponements of the Event due to circumstances beyond its reasonable control. In the event that the Event does not take place, Partner’s contribution set forth above shall be treated as a donation to MADD and shall not be refunded.
8. **Governing Law.** This Agreement shall be governed, construed and enforced in accordance with and subject to the laws of the state of Texas, except that any conflict of laws rule of Texas that may require reference to the law of some other jurisdiction other than Texas law shall be disregarded.
9. **Entire Agreement.** This Agreement and any additional terms and conditions set forth in the *Walk Like MADD* Partnership Proposal, including but not limited to the benefits related to each partnership level, contain the entire agreement between the parties hereto and supersedes any and all prior agreements, arrangements or understandings between the parties relating to the subject matter of this Agreement. No oral understandings, statements, promises or inducements contrary to the terms of this Agreement exist, and each party hereto expressly disclaims reliance upon any facts, promises or representations made by any other party, or its agents, services or attorneys, prior to the date of execution of this Agreement. This Agreement cannot be amended, modified, altered or qualified except by a subsequent agreement in writing personally signed by all parties hereto.