

# WALK LIKE MADD & MADD DASH FORT LAUDERDALE 5K



# 4.24.22

## HUIZENGA PLAZA

Fort Lauderdale

Chairperson

Undersheriff Nichole Anderson

Broward County Sheriff's Office

Honorary Chairperson

Heather Geronemus

Event Founder



# 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

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

# 48 MINUTES

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Every **48 minutes**, someone is killed by a drunk driver

# 10,000 LIVES

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

In 2019, Florida had 790 alcohol impaired driving fatalities. 1 out of every 4 traffic fatalities in Florida was due to impaired driving

*NHTSA October 2020*

# 4.5 TIMES

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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

Sponsorship Benefits	Signature Sponsor \$ 25,000	Title Sponsor \$ 15,000	Presenting Sponsor \$ 10,000	Road Guardian Sponsor \$ 7,500	Corporate Champion Sponsor \$ 5,000	Spotlight Sponsor \$ 2,500	MADD Milestone Sponsor \$ 1,500
Complimentary Registrations	25	20	15	10	6	4	2
PRE-EVENT RECOGNITION							
Inclusion in Event Title	●	●	●				
Logo ID on Step & Repeat	●	●	●				
Logo ID in Email Blasts	●	●	●	●			
Inclusion in Press Release	●	●	●	●			
Logo ID displayed on Walk/Dash website	●	●	●	●	●	●	
Company Name or Logo ID displayed on all Event Collateral	●	●	●	●	●	Name Listed	
Company Name or Logo ID displayed in Social Media Posts f @MADDDASHFORTLAUD	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
Free Power of Parents Workshop, facilitated on-site	●	●	●	●	●	●	●
RECOGNITION DAY OF EVENT							
Opportunity to speak day of event	●	●					
Exclusive Signage on Stage	●	●	●				
Exclusive Activation <i>*to be selected (per availability - details listed on page 4)</i>	●	●	●	●			
Receive 10X 10 tent at event	●	●	●	●	●	●	
Opportunity to place information within day of event participant goodie bags <i>(deadline: 4/8/2022)</i>	●	●	●	●	●	●	
Company Name or Logo ID displayed on participant event shirts	Logo	Logo	Logo	Logo	Logo	Logo	Name Listed
POST-EVENT RECOGNITION							
Inclusion in Press Release	●	●	●	●			
Walk Like MADD & MADD Dash 5k Recognition plaque	●	●	●	●	●	●	
Complimentary Tickets and Podium Recognition at the Statewide Law Enforcement Event in July 2022	10 Tickets	8 Tickets	6 Tickets	4 Tickets	4 Tickets	4 Tickets	PAGE 3





# EXCLUSIVE SPONSOR ACTIVATIONS

Signature  
Sponsors  
\$ 25,000

\* Exclusive Customized Activation & details upon request

Title  
Sponsors  
\$ 15,000

\* (2) Exclusive activations available:

- Pace Car Sponsor: Exclusive placement of vehicle on grounds and kick off start line with vehicle.
- Finisher Medals: Exclusive placement of logo on all participant finisher medals or lanyard.

Presenting  
Sponsors  
\$ 10,000

\* Exclusive activations available:

- Kids Rad Dash: Naming rights to Kids Rad Dash. Sponsor has the right to brand medals given to kids who complete this event.
- Youth Fun Zone: Exclusive branding of youth fun zone with special activities for our youth participants. Sponsor has the right to help build out this area.

Road  
Guardian  
Sponsors  
\$ 7,500

\* Exclusive activations available:

- VIP Sponsor Kick Off Event: Exclusive sponsor of VIP kickoff event.
- VIP Sponsor Wrap-Up Event: Exclusive sponsor of wrap event.
- Designated Driver: Exclusive branding of area where participants can sign a co-branded designated driver pledge.
- Finish Line Presence: Opportunity to cheer for the participants at the finish line and hand out sponsor provided branded item.  
*ex: Visor, Headbands (Sponsor to provide)*
- Prevention: Exclusive branding of area containing visual aids and materials to generate awareness of MADD's programming. Includes items such as actual crashed cars to show the real dangers of drinking and driving.
- Law Enforcement: Exclusive branding of law enforcement area including seatbelt convincer simulator, Mounted Police, K9 Unit & more.
- Water Station: Exclusive branding and staffing rights of on-course water station
- Community Corner: Exclusive branding of area where participants can visit to speak with other local nonprofits that partner with MADD.
- Parent Corner: Exclusive branding of an area where participants can collect information on how to start the conversation with youth concerning underage drinking.

# SPONSORSHIP TRANSACTION FORM



## 2022 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 30, 2022**

**Note: Deadline to be included on event collateral: February 7th, 2022**

### 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**