

WALK LIKE MADD & MADD DASH MIAMI 5K



OCTOBER 15, 2022
BILL BAGGS CAPE FL STATE PARK
KEY BISCAVNE, FLORIDA

WALK LIKE MADD & MADD DASH MIAMI 5K

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 Miami 5K

Walk Like MADD and MADD Dash Miami 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 Miami 5K

Walk Like MADD and MADD Dash Miami 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:

In 2020, Florida had 1,037 impairment related fatalities. 1/3 of every traffic fatality in Florida was due to impaired driving

NHTSA April 2022

2 IN 3 PEOPLE

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

48 MINUTES

Every **48 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

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 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 @MADDSF	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: 9/30/2022)</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 2023	8 Tickets	8 Tickets	6 Tickets	4 Tickets	4 Tickets	4 Tickets	
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EXCLUSIVE SPONSOR ACTIVATIONS

Signature Sponsor

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



Title Sponsor
\$ 15,000

* (2) Exclusive Activations available:

- Water Station: Exclusive branding and staffing rights of on-course and finishline water station.
- Finish Line Presence: Opportunity to hand out sponsor provided branded item at the finish line and cheer for the participants.
ex: Towles, Visor, Headbands (Sponsor to provide)

Presenting
\$ 10,000

* Exclusive Activations available: (other activations available upon request)

- Community Corner: Exclusive branding of area where participants can visit to speak with other local nonprofits that partner with MADD.
- Parent & Prevention Corner: Exclusive branding of an area containing visual aids and materials to generate awareness of MADD's programming to show the real dangers of drinking and driving, participants can collect information on how to start the conversation with youth concerning underage drinking
- Post Race Refreshments: Exclusive signage of Refreshment area, opportunity to have your volunteers to staff this area in company branded shirts (provided by your company)

Road Guardian Sponsor
\$ 7,500

* (3) Activations available:

- Mile Marker Presence: Opportunity to cheer for the participants at a designated mile/mile marker, Company Logo Placed at the mile marker. Have your staff/volunteers wearing your branding - cheering on runners/walkers.

SPONSORSHIP TRANSACTION FORM



2022 WALK LIKE MADD & MADD DASH MIAMI 5K

PLEASE SELECT YOUR SPONSORSHIP LEVEL BELOW:

- | | |
|---|---|
| <input type="checkbox"/> SOLD 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) |

Benefits at this level include:

*Company name listed on participant shirts only

*10 x 10 tent (based upon availability)

Note: Deadline to be included on Walk Like MADD tee shirts: September 30, 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 Jennifer Walsh with any questions.
JenniferWalsh@madd.org

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

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

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