



**2017 Walk Like MADD Partnership
Opportunities
University of Central Florida
Memory Mall
Saturday, April 29, 2017
5:30pm-8:30pm**

**Officer Frank Imparato
Walk Chairman**

**Yolanda Larson
MADD Executive Director**

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Walk Like MADD

Drunk Driving Ends Here

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

Every 90 seconds, someone is injured by a drunk driver.

Every 51 minutes, someone is killed by a drunk driver. 1 in 6 teens binge drink and only 1 in 100 parents believes his or her teen binge drinks.

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, nearly 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

Walk Like MADD 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 community in which it was raised; providing victim services and prevention education at no cost.

HOW

Sponsor Walk Like MADD

Walk Like MADD 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 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.

In 2015, Florida had 797 alcohol impaired driving fatalities, an increase of 103 from 2014, The state of Florida currently has the third highest number of lives being taken by alcohol impaired driving in the United States.

NHTSA August 2016



You Can Help Create A Safer Future!

Walk Like MADD 2017	Signature Sponsor \$10,000	Road Guardians \$8,000	Corporate Champions \$6,000	Spotlight Champions \$2,500	MADD Lifesavers \$1,000	Friends of MADD \$500
Exclusive stage signage	•					
Opportunity to speak day of event	•					
Invitation , stage signage (banner provided by sponsor), podium recognition, at the Central Florida Law Enforcement Event	• (8 tickets)	• (8 tickets)				
Inclusion in press release	•	•	•			
Inclusion in Email Blasts	•	•	•			
Banner at the Finish line	•	•	•			
Receive 10X 10 tent at event	•	•	•	•		
Recognition plaque	•	•	•	•		
Company logo displayed on all pre- event brochures and materials	•	•	•	•		
Invitation and podium recognition at the Central Florida Law Enforcement Event 2017	•	•	• (6 tickets)	• (4 tickets)	• (2 tickets)	
Company logo displayed on participant event shirts	•	•	•	•	•	
Company logo displayed on local MADD website	•	•	•	•	•	
Opportunity to place information within day of event participant goodie bags	•	•	•	•	•	
Complimentary Registrations	25	15	10	6	4	2
Free Power of Parents Workshop, facilitator on-site	•	•	•	•	•	•
Company Name listed on participant event t-shirts, social media, and collateral	•	•	•	•	•	•

➤ **\$10,000 Signature Sponsor (1)**

Exclusive opportunity available:

Pace Car Sponsor: exclusive placement of vehicle on grounds and kick off start line with vehicle

➤ **\$8,000 Road Guardians**

Exclusive opportunities available:

Company Photo: exclusive branding of area where company teams meet for photo, branding on photos

Victim Tribute Area: exclusive branding of area where participants can view and read the stories of those that have had their life taken by a drunk driver.

Designated Driver: exclusive branding of area where participants can sign a co-branded designated driver pledge

Youth Fun Zone: exclusive branding of youth fun zone including bounce house & other special activities for our youth participants. Sponsor has the right to help build out this area.

➤ **\$6,000 Corporate Champion**

Exclusive opportunities available:

Prevention: exclusive branding of area with awareness generating materials on MADD's programming & visual aids 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 and collect necessary information.

Parent Corner: Exclusive branding of an area where parents and other adults can collect information on how to start the conversation with youth concerning underage drinking.



Sponsor Transaction Form

I, _____, of

_____ ,
Intend to donate \$ _____ on this date: _____

Via Check or Credit Card (please circle one)

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: _____

Tax EIN #: 94-270-7273

Companies that are sponsors are granted a limited license to use MADD's trademarked logo solely on the company's Walk Like MADD & MADD Dash team t-shirts for the year of the sponsorship pursuant to the terms and conditions of the Walk Like MADD & MADD Dash team t-shirt Licensing Agreement. Your signature above indicates your acceptance to the terms of such licensing agreement.

Thank you for your generous support!

www.walklikemadd.org/centralflorida

Please make checks payable to MADD

Any questions? Please e-mail to:

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