

2024

Corporate Engagement & Partnership Opportunities



NO MORE VICTIMS®

madd.org/ny | madd.org/nj | madd.org/pa

Connect with us @MADDNYNJPA



Impact

MADD's mission is to *end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking.*

All funds raised benefit NY, NJ & PA:

- Victim Services
- Community & Educational Programs
- Law Enforcement Support
- Volunteer & Advocacy Efforts



Return on Your Investment

Involvement provides you unparalleled exposure. Companies can support MADD through areas such as:

- Sponsorship
- Corporate Teams
- Volunteerism
- Matching Gifts
- In-Kind Donations

Join MADD NY|NJ|PA's Corporate Challenge! Your Corporate Social Responsibility benefits include:

- Improved Public Image
- Increased Media Coverage
- Elevated Employee Engagement
- Client Recruitment & Retention
- And More

Ask for more details.

Help get the word out!

Tell your customers, employees and vendors that you support MADD's lifesaving work. The more people involved, the more people we can protect from the tragic consequences of drunk and drugged driving.

MADD NY|NJ|PA Events































































Virtual and in-person events.

- April Alcohol Awareness Month Activities
 - Battle of the High School Jazz Bands
 - Candlelight Virtual Vigil
 - Memorial Golf Outing
 - Law Enforcement Events
 - Third Party & Community Events
 - Underage Drinking Prevention Education
 - Virtual Recognition Event
 - Year-End & Holiday Activations
- Walk Like MADD:
 - Long Island, NY
 - New Jersey
 - New York Capital Region
 - Philadelphia, PA
 - Pittsburgh, PA
 - Staten Island, NY
 - Westchester, NY

Thank you to our current NY, NJ & PA Regional Partners!



MADD NY|NJ|PA Partnership Benefits

Benefits: NY, NJ or PA --- Regional Includes NY, NJ & PA	Logo on MADD National website	Logo on appeal digital outreach	Recognition at MADD Statewide/ Regional events	Company provides a 30 second video and/or graphic to be featured on MADD Social Media	Invite to & Recognition at applicable special events	Logo included in event emails	Media / News Release: sponsor inclusion	VIP Invite to Pre and Post Events	Promotion at event(s)	Logo featured on MADD State website	Event Day Publicity	Participation in one MADD NY NJ PA event a year with complimentary ticket	Company name or logo featured on event website & social media	Logo included on event materials	MADD presentations to your staff
Presenting Partner \$25,000 Regional \$35,000															
Contributing Partner \$15,000 Regional \$25,000															
Supporting Partner \$10,000 Regional \$15,000															
Advocating Partner \$5,000 Regional \$10,000															
Event Partner \$2,500 Regional \$5,000															
Mission Partner \$1,000															
Friend of MADD \$500															

**All Partners will be entered into MADD NY|NJ|PA's Corporate Challenge & receive additional information.*

***Please ask about separate Sponsorship Proposal for Golf, inclusion in our Quarterly Regional E-Newsletter & MADD's NEW "Driving Change" Program.*



Contact:
Tara Spohrer, Regional Development Director
tara.spohrer@madd.org
631.547.6233 x3662

Scan the QR code or
[CLICK HERE](#)
to access Partnership Forms



MADD NY|NJ|PA Partnership Agreement

This partnership agreement ("Agreement"), effective this _____ day of _____, 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 _____ to become a local partner of MADD NY|NJ|PA.

Company agrees to be a local partner of MADD NY | NJ | PA at the following level (please check one):

LEVEL OF PARTNERSHIP

NY, NJ OR PA

REGIONAL: NY, NJ & PA

Presenting Partner

☐ \$25,000

☐ \$35,000

Contributing Partner

☐ \$15,000

☐ \$25,000

Supporting Partner

☐ \$10,000

☐ \$15,000

Advocating Partner

☐ \$5,000

☐ \$10,000

Event Partner

☐ \$2,500

☐ \$5,000

Mission Partner

☐ \$1,000

Friend of MADD

☐ \$500

In-Kind and/or Media Partner

Donated item(s):

☐ Write Value: _____

By signing this Agreement, Partner agrees to be bound by the MADD New York, New Jersey & Pennsylvania Partnership Terms and Conditions, attached and incorporated herein, as well as all additional terms and conditions set forth in the Partnership Proposal, including but not limited to the benefits related to each 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 no later than 60 days following the Effective Date of this Agreement. 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 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 OBLIGATION NO LATER THAN 30 DAYS PRIOR TO THE SPONSORED EVENT. To process payment immediately, please provide the following information:

☐ Please use my credit card: (please select one) AMEX MASTER CARD VISA DISCOVER

Credit Card #: _____ Exp. Date: _____ CVV: _____

☐ Partner will pay by check. Check received: _____

Date

Check Number

Company

Company Representative & Title

Phone Number

Email

Address

City

State

Zip

Event(s) Company is Supporting

Printed Name

Signature

Date

Funds received will stay in the state of origin unless split as agreed upon.

Please mail, fax or email along with Company Logo
(Note: individual event deadlines vary) for inclusion to:
MADD

Attn: Regional Development Director Tara Spohrer
20 Broadhollow Rd, Suite 3008
Melville, NY 11747
(Phone) 631.547.6233, ext. 3662
(Fax) 631.547.6235

(Email) tara.spohrer@madd.org

[OR CLICK HERE TO ACCESS DIGITAL AGREEMENT](#)

MADD PARTNERSHIP TERMS AND CONDITIONS

Term.

This Agreement shall begin on the Effective Date set forth above and end at the conclusion of the scheduled local event (the “Event”).

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.

Use of MADD Marks.

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 sponsorship of the Event, or as otherwise mutually agreed upon by MADD and Partner, and for no other purpose.

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.

Payment and Benefits.

(a) The parties agree that Partner’s payment to MADD at the level indicated above must be submitted to MADD no later than sixty (60) days following the Effective Date of this Agreement. 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 payment in full, Partner shall be obligated to pay to MADD the fair market value of the benefits received by Partner. NOT WITHSTANDING ANY OTHER TERMS OF THIS AGREEMENT, PARTNER SHALL PAY TO MADD THE FULL AMOUNT OF ITS PARTNERSHIP OBLIGATION NO LATER THAN THIRTY (30) DAYS PRIOR TO THE SPONSORED EVENT.

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 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.

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.

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.

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.

Entire Agreement.

This Agreement and any additional terms and conditions set forth in the 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.