



2019 WALK LIKE MADD & MADD DASH FORT LAUDERDALE 5K  
SPONSORSHIP OPPORTUNITIES

**Huizenga Plaza**

**Ft. Lauderdale, FL**

**Sunday, April 28, 2019**

[www.walklikemadd.org/fortlauderdale](http://www.walklikemadd.org/fortlauderdale)

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Major Robert Chandler

Honorary Co-Chair

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Honorary Co-Chair



# Walk Like MADD and MADD Dash

## Drunk Driving Ends Here

### DID YOU KNOW:

**On average, 2 in 3 people 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, over 10,000 people are killed by drunk drivers and another 350,000 are injured in alcohol-related crashes every year.

***In 2017, Florida had 839 alcohol impaired driving fatalities, a decrease of 66 from 2016. Florida had the largest decrease of lives lost in alcohol-impaired-driving crashes in 2017.***

*NHTSA October 2018*

### 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.

# Sponsorship Benefits

\* Signature Sponsor  
\$ 25,000

\* Title Sponsor  
\$ 15,000

\* Presenting Sponsor  
\$ 10,000

\* Road Guardians  
\$ 7,500

Corporate Champions  
5,000

Spotlight Sponsors  
\$ 2,500

MADD Milestones  
\$ 1,500

	25	20	15	10	6	4	2
<b>Complimentary Registrations</b>	25	20	15	10	6	4	2
<b>PRE-EVENT RECOGNITION</b>							
Logo in Email Blasts	•	•	•	•			
Inclusion in press release	•	•	•	•			
Company logo displayed on all pre- event brochures and materials	•	•	•	•	•	•	
Company logo displayed on Walk/Dash website	•	•	•	•	•	•	
Company name or logo displayed in social media campaigns	Logo	Logo	Logo	Logo	Logo	Logo	Name listed
Free Power of Parents Workshop, facilitated on-site	•	•	•	•	•	•	•
<b>DAY OF - EVENT RECOGNITION</b>							
Opportunity to speak day of event	•	•					
Exclusive stage signage	•	•	•				
Exclusive Opportunity <small>* Activation to be selected (per availability)</small>	•	•	•	•			
Receive 10X 10 tent at event	•	•	•	•	•		
Opportunity to place information within day of event participant goodie bags	•	•	•	•	•	•	
Company name or logo displayed on participant event shirts	Logo	Logo	Logo	Logo	Logo	Logo	Name listed
<b>POST-EVENT RECOGNITION</b>							
Inclusion in press release	•	•	•	•			
Walk Like MADD & MADD Dash 5k Recognition plaque	•	•	•	•	•	•	
Stage signage at the Statewide Law Enforcement Event <small>(banner provided by sponsor)</small>	•	•	•				
Invitation and podium recognition at the Statewide Law Enforcement Event	8 tickets	8 tickets	8 tickets	6 tickets	4 tickets	2 tickets	

**SOLD**

**\$25,000 Signature Sponsor –**

*\*Exclusive opportunities & details upon request*



➤ **\$15,000 Title Sponsor (2)**

*\*Exclusive opportunities available:*

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

**SOLD**

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

➤ **\$10,000 Presenting Sponsor**

*\* Exclusive opportunities available:*

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.

Kids Rad Dash: Naming rights to Kids Rad Dash. Sponsor has the right to brand medals given to kids who complete this event.

➤ **\$7,500 Road Guardians**

*\*Exclusive opportunities available:*

VIP Sponsor Kick Off Event: Exclusive sponsor of VIP kickoff event.

**SOLD**

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.: Towel, visor, headbands

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.

**SOLD**

Water Station: Exclusive branding and staffing rights of on-course water station

**SOLD**

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.

➤ **\$5,000 Corporate Champion**

➤ **\$2,500 Spotlight Sponsor**

➤ **\$1,500 MADD Milestones**

➤ **Deadline to be included on event collateral: February 8<sup>th</sup>, 2019**



# 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

Please Select Sponsorship Level:

- Signature Sponsor**      **\$ 25,000.00**       **Title Sponsor**      **\$ 15,000.00**
- Presenting Sponsor**      **\$ 10,000.00**       **Road Guardians**      **\$ 7,500.00**
- Corporate Champions**      **\$ 5,000.00**       **Spotlight Sponsors**      **\$ 2,500.00**
- MADD Milestones**      **\$ 1,500.00**

I cannot give at any of these levels this year but I would like to be a Friend of MADD at \$ 500.00

*\* Includes: Two (2) Entries  
Company name listed on participant shirts only*

Credit Card #: \_\_\_\_\_

Exp Date: \_\_\_\_\_ Security #: \_\_\_\_\_

Company: \_\_\_\_\_

Company Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Company Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

➤ **Note: Deadline to be included on event collateral: February 8<sup>th</sup>, 2019**

*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!**

Please contact David Pinsker with questions:  
954.448.7880 or email: [david.pinsker@madd.org](mailto:david.pinsker@madd.org)

Please pay by March 29, 2019

**Make checks payable to MADD**

Mail to:  
MADD Florida, State Office  
Attn: David Pinsker  
1655 North Commerce Parkway, Suite 302  
Weston, FL 33326