

2024 Walk Like MADD & MADD Dash Miami 5K

November 3rd, 2024



Sponsorship Packet





In 2022,
1,065 people in
Florida were killed
in drunk driving
crashes

WHO WE ARE:

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 has served more than 900,000 victims and helped cut drunk driving deaths by 50%.



WHY SUPPORT MADD:



In 2022, MADD Florida staff provided 16,212 victim services to 1,000 victims and survivors in Florida.



MADD Florida Social media reach for 2022: 265,786 citizens



In 2022, MADD Florida staff conducted 356 awareness presentations, attended 89 community outreach events, and reached 56,547 Floridians.



All of our services and programs are free of charge to the community.

HOW YOU CAN HELP:

The annual **Walk Like MADD & MADD Dash Miami 5K** 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 the moment you join our fight and include website exposure, social media presence, printed materials, and event shirts!

As a sponsor, you can join MADD in the fight against impaired driving and play a critical role in keeping our roads & 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.

MIAMI 2024

Join us at Bill Baggs Cape Florida State Park for the **2024 Walk Like MADD & MADD Dash Miami 5K!** This stunning course passes the Cape Florida Lighthouse which is the oldest structure in Miami-Dade County. As the course continues, the final mile is spent ocean front as runners and walkers make their way to the finish line.



Sponsorship Benefits	Signature Sponsor	Title Sponsor	Presenting Sponsor	Road Guardian	Corporate Champion	Spotlight Sponsor	MADD Milestone
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Complimentary Registrations	25	20	15	10	6	4	2
PRE-EVENT RECOGNITION							
Inclusion in Event Title							
Logo ID on On-Stage Signage							
Logo ID in Email Blasts							
Inclusion in Press Release							
Logo ID displayed on website							
Company Name or Logo ID displayed on all Event Collateral						Name Listed	
Free Power of Parents Workshop, facilitated on-site							
Company Name or Logo ID displayed in Social Media Posts  @MADDSouthFlorida	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
RECOGNITION DAY OF EVENT							
Opportunity to speak day of event							
Exclusive Activation <i>*to be selected (per availability - details listed on page 4)</i>							
Opportunity to place information within day of event participant swag bags (deadline: 10/18/2024)							
Tabling Area to Showcase Brand							
Company Name or Logo ID 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 August 2025	10 Tickets	8 Tickets	6 Tickets	4 Tickets	4 Tickets	4 Tickets	



EXCLUSIVE SPONSOR ACTIVATIONS

Signature
Sponsors
\$ 25,000

* Exclusive customized activation & details upon request.

Title
Sponsors
\$ 15,000

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

Presenting
Sponsors
\$ 10,000

* Choice of:

- 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

* Choice of:

- VIP Sponsor Kick-Off Event: Exclusive sponsor of VIP kick-off event.
- VIP Sponsor Wrap-Up Event: Exclusive sponsor of wrap-up 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 any branded item)
- 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 which could include a 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



2024 WALK LIKE MADD & MADD DASH MIAMI 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

Deadline to be included on event collateral: October 4, 2024

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 Cameron Patasnik with questions:
954.448.7880 ext. 7246 or email: Cameron.Patasnik@madd.org

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

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

*** Please fill out company representative information and send form along with check**