



2023 SPONSORSHIP PROPOSAL

www.walklikemadd.org



Dear Friends,

Our dedicated staff, continue the good fight to stem off any danger of cutting services to the hundreds of victims, survivors, and family members affected by the 100% preventable crime of driving while impaired. MADD CT continues to offer around the clock services to all in need and continued to do so - Free of Charge - as a direct result of the generosity of the business community, corporations, individuals and, of course - tremendous volunteers.

As a state, we continue to fight both the new way of life following an unprecedented pandemic and a significant increase in the number of fatal crashes, injuries, and property damage, as a result, of a driver making the wrong decision to drive after drinking/drugging. MADD CT, with your help, will continue working towards a day when there will be NO MORE VICTIMS! I have taken the liberty of including a menu of sponsorship opportunities for your consideration in hopes of having you join our efforts, so that no family has to suffer as a result of this 100% preventable crime.

Sincerely,

Bob Garguilo

Executive Director - New England Region
MADD



WHY SUPPORT WALK LIKE MADD



Drunk Driving is still the #1 cause of death on our roadways.

The Victims and Survivors of impaired crashes are NOT statistics. They are Mothers, Fathers, Children, Spouses, Brothers, Grandparents and Friends

Every 45 minutes another person is tragically killed in a 100% preventable crash.

Connecticut ranks in the Top 3 of states with the highest % of fatal crashes involving alcohol and/or drugs in the country,

MADD compassionately provides a supportive service to a victim every 3 minutes.

Every 90 seconds someone is injured in drunk driving crash.



WHY WE FUNDRAISE

Support the heroes in law enforcement who work to keep our roads safe.



Emotional support and assistance throughout the criminal justice process. Services are provided at no cost to families.

Conduct awareness and research-based prevention programs to youth in the community.



madd®



madd®



madd®

Walk Like MADD is our signature fundraising event to help us raise both awareness and funds to end drunk driving and fight drugged driving. Many who participate have a common bond, they know someone who has been injured or killed in a drunk driving crash, or they feel strongly about creating a future of No More Victims®.





SPONSORSHIP BENEFITS

WALKLIKEMADD.ORG

Your company and logo will be highlighted prominently on the event landing page.



ROBUST SOCIAL MEDIA CAMPAIGN
Social presence with features on MADD's local social media channels leading up to the event.



RECOGNITION IN FUTURE EVENTS
Invitation and recognition in post event activities including newsletters and MADD Connecticut website.



COMPLIMENTARY REGISTRATIONS
Your company will receive complimentary registrations to participate in the WLM event, create personal fundraising pages and send personalized messages.



Additional sponsorship opportunities available.

| Benefits | Mission Partner \$10,000 | Presenting Sponsor \$5,000 | Road Safety Sponsor \$2,500 | Advocacy Sponsor \$1,500 | Lifesaver Sponsor \$1,000 | Friend of MADD \$500 |
|---|-----------------------------|-------------------------------|--------------------------------|-----------------------------|------------------------------|-------------------------|
| V.I.P. Status at all State Walks | ★ | | | | | |
| Company Logo on all Marketing Collateral | ★ | | | | | |
| Speaking Opportunities on stage at the event. | ★ | ★ | | | | |
| Company Logo featured on all WLM Participant Emails | ★ | ★ | | | | |
| Recognition in Press Releases | ★ | ★ | ★ | | | |
| Complimentary Sponsor Booth at Event | ★ | ★ | ★ | | | |
| Social Media Exposure | ★ | ★ | ★ | ★ | ★ | |
| Opportunity to Include Material in Participant Bag | ★ | ★ | ★ | ★ | ★ | |
| Company Featured on WLM Event T-Shirt | Logo | Logo | Logo | Logo | Company Name | Company Name |
| Company Featured on WLM Event Website | ★ | ★ | ★ | ★ | ★ | ★ |
| Complimentary Walk Registrations (Includes WLM T-Shirt) | 10 | 8 | 6 | 4 | 3 | 2 |

SPONSORSHIP COMMITMENT FORM AND AGREEMENT

This sponsorship agreement ("Agreement"), effective this day _____, 20____ (hereinafter the "Effective Date"), by and between Mothers Against Drunk Driving® ("MADD"), and _____ ("Sponsor"). The purpose of this Agreement is to allow Sponsor to become a local sponsor of MADD's *Walk Like MADD* event ("the Event").

____ Mission Partner ____ Lifesaver Sponsor
____ Presenting Sponsor ____ Friend of MADD
____ Road Safety Sponsor ____ Other \$_____
____ Advocacy Sponsor



By signing this Agreement Sponsor agrees to be bound by the *Walk Like MADD* Sponsorship Terms and Conditions, attached and incorporated herein, as well as all additional terms and conditions set forth in the *Walk Like MADD* Sponsorship Proposal, including but not limited to the benefits related to each sponsorship level, which is hereby incorporated in this Agreement.

Payment and Benefits Terms

The parties agree that Sponsor's payment to MADD at the level indicated above must be submitted to MADD in full by event date. The parties further agree that if Sponsor receives any or all of the benefits that Sponsor shall be entitled to per this Agreement prior to submitting its required sponsorship payment in full, Sponsor shall be obligated to pay to MADD the fair market value of the benefits received by Sponsor.

Company Name: _____

Company Representative/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

Signature: _____ Date: _____

Check #: _____

Credit Card Number: _____

Name on card: _____

Expiration Date: _____ CVC: _____

Please return completed form to:
MADD Connecticut Attn: Jennifer Rossi
339 Hemmingway Ave., East Haven, CT 06512
or email jennifer.rossi@madd.org

WALK LIKE MADD SPONSORSHIP
TERMS AND CONDITIONS

1. Term. This Agreement shall begin on the Effective Date set forth above and end at the conclusion of the scheduled, local *Walk Like MADD*® event (the "Event").
2. Use of Sponsor Marks. Sponsor grants Mothers Against Drunk Driving ("MADD") a non-exclusive, royalty free license to use the Sponsor's name, logos, and marks ("Sponsor Marks") as approved by Sponsor, as mutually agreed upon, and for no other purpose.
3. Use of MADD Marks. Upon receipt of the signed Agreement, MADD grants Sponsor 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 Sponsor's sponsorship of the Event, or as otherwise mutually agreed upon by MADD and Sponsor, and for no other purpose.
4. Assignment and Sublicense. (a) MADD shall not sublicense or transfer the use of the Sponsor Marks to any person or entity, or otherwise permit a third party to use Sponsor Marks for any purpose not authorized by this Agreement. MADD recognizes that there is great value to Sponsor in the Sponsor Marks and in the good will associated therewith; that nothing in this Agreement gives MADD any interest or property rights in the Sponsor Marks, except the right to use the Sponsor Marks as specifically set forth herein. (b) Sponsor represents and warrants that there is no known legal impediment to the use of the Sponsor's name, logos, or marks as contemplated in this agreement.
5. Sponsorship Payment and Benefits. (a) The parties agree that Sponsor's payment to MADD at the level indicated above must be submitted to MADD in full by event date. The parties further agree that if Sponsor receives any or all of the benefits that Sponsor shall be entitled to per this Agreement prior to submitting its required sponsorship payment in full, Sponsor shall be obligated to pay to MADD the fair market value of the benefits received by Sponsor. NOTWITHSTANDING ANY OTHER TERMS OF THIS AGREEMENT, SPONSOR SHALL PAY TO MADD THE FULL AMOUNT OF ITS SPONSORSHIP OBLIGATION NO LATER THAN THIRTY (30) DAYS FOLLOWING THE SPONSORED EVENT.

(b) 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 *Walk Like MADD* Sponsorship Proposal, including but not limited to the benefits related to each sponsorship 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.
6. Indemnity. Sponsor 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 Sponsor, its employees or other representatives.
7. 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, Sponsor's contribution set forth above shall be treated as a donation to MADD and shall not be refunded.
8. 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.
9. Dispute Resolution. In the event of any dispute arising out of this Agreement, the parties shall use good faith efforts to resolve their differences amicably. In the event they are unsuccessful, the parties agree not to commence litigation until attempting to resolve their dispute through mediation. Either party may initiate the mediation process with thirty (30) days' prior written notice to the other party. The dispute shall be submitted to mediation in Dallas, Texas. Costs of mediation shall be borne equally by the parties.
10. Entire Agreement. This Agreement and any additional terms and conditions set forth in the *Walk Like MADD* Sponsorship Proposal, including but not limited to the benefits related to each sponsorship 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.