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**Walk With Me 2020
Executive Leadership
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Dear Friend,

Were you aware that 1 in 6 babies born in the U.S. has a developmental delay or disability? Through Early Childhood Intervention, camps, education, therapy, training, technology and many more support services, Easter Seals is able to provide help, hope, and answers to over 12,000 families living with disabilities in the Greater Houston area each year. This would not be possible without assistance from community supporters like you.

Thanks in part to business partners and Walk With Me sponsors, Easter Seals has significantly expanded its services to address the growing needs of veterans, children and adults with disabilities. To address the increased demand for services, Easter Seals Houston is hosting its **9th Annual Walk With Me**, a non-competitive 5K or Family Fun Walk **presented by Prosperity Bank**, on **Saturday, April 25, 2020** at the **Houston Zoo**.

Will you help guarantee a brighter future for thousands of local veterans, children and adults with disabilities by participating in Walk With Me as a sponsor?

As a sponsor, benefits include:

- **Low cost, high impact marketing for your company** through a combination of billboards, radio, social media, agency and event websites and branding throughout the event.
- **Fun, healthy team building opportunity for your employees, vendors and partners** – we expect over 4,000 participants to attend this great event at the Zoo complete with free entertainment, food and activities.
- **Strong brand** – your company will be associated with one of the strongest non-profit brands. Easter Seals Houston is one of the oldest and most efficient charities in Texas, and is a nationally recognized leader in program services. \$0.92 of every dollar received goes to direct client services. 100% of the funds raised stay in the Greater Houston area.

Your gift will make a huge difference in the life of a person with a disability – an investment of overwhelming returns! Simply complete the included Sponsorship Agreement Form and return it to Easter Seals by January 31, 2020 to be included in the walk publicity package.

For more information about Walk With Me, visit www.walkwithmehouston.org. To learn more about Easter Seals Houston, visit www.eastersealshouston.org. Please feel free to contact Madison Shofner, Easter Seals' Special Events Manager, at 713-838-0840 or mshofner@eastersealshouston.org if you have any questions.

With gratitude,



Richard Holt
Alvarez & Marsal, Managing Director
WWM 2020 Co-chair



Steve Thompson, Jr.
Prosperity Bank - Med Center, President
WWM 2020 Co-chair

Sponsorship Opportunities

\$100,000 Presenting Sponsor

- Form a walk team and cover entry fee for 1,000 participants
- Recognition in all news releases and media alerts
- Logo on billboards, print collateral, walk website, e-newsletters, event signage and t-shirt
- Cable and broadcast recognition - if applicable
- Radio mention - if applicable
- Featured in one blog and e-newsletter
- 8 Facebook and Twitter mentions
- VIP check-in for participants registering or picking up packets morning of event
- Corporate tent at starting line for team members to meet
- Opportunity to reserve corporate tent at after party to distribute materials
- Speaking opportunity at opening ceremony or after party
- Opportunity for item placement in goody bags
- Banner displayed at walk entrance and after party site



\$50,000 Lead Sponsor

- Form a walk team and cover entry fee for 500 participants
- Recognition in all news releases and media alerts
- Logo on print collateral, walk website, e-newsletters, event signage and t-shirt
- Cable and broadcast recognition - if applicable
- Radio mention - if applicable
- Featured in one blog and e-newsletter
- 6 Facebook and Twitter mentions
- Corporate tent at starting line for team members to meet
- Opportunity to reserve corporate tent at after party to distribute materials
- Speaking opportunity at opening ceremony or after party
- Opportunity for item placement in goody bags
- Banner displayed at walk entrance and after party site



\$25,000 Panther Patron

- Form a walk team and cover entry fee for 250 participants
- Recognition in news releases and media alerts
- Logo on walk website, e-newsletters, event signage and t-shirt
- Featured in one blog and e-newsletter
- 4 Facebook and Twitter mentions
- Corporate tent at starting line for team members to meet
- Opportunity to reserve corporate tent at after party to distribute materials
- Speaking opportunity at opening ceremony or after party
- Opportunity for item placement in goody bags
- Banner displayed at walk entrance and after party site



\$15,000 Bear Benefactor

Form walk team and cover entry fee for 150 participants
Recognition in news releases and media alerts
Logo on walk website, e-newsletters, event signage and t-shirt
Featured in one blog post
2 Facebook and Twitter mentions
Opportunity for item placement in goody bags
Banner displayed at walk after party site



\$10,000 Cheetah Champion

Form walk team and cover entry fee for 100 participants
Recognition in news releases and media alerts
Logo on walk website, e-newsletters, event signage and t-shirt
1 Facebook and Twitter mention
Opportunity for item placement in goody bags
Banner displayed at walk after party site



\$5,000 Spider Monkey Sponsor

Form walk team and cover entry fee for 50 participants
Logo on walk website, e-newsletters, event signage and t-shirt
Opportunity for item placement in goody bags
Banner displayed at walk after party site



\$2,500 Toucan Team

Form walk team and cover entry fee for 25 participants
Logo on walk website, e-newsletters, event signage and t-shirt
Opportunity for item placement in goody bags
Banner displayed at walk after party site

Create a Team

Set up a team under your company name and urge your employees and friends to register as a team member who will personally raise money on your behalf.



Exclusive Promotional Sponsorship Opportunities

Targeted support of specific event needs in exchange for branding recognition

**Limited to one per level; first come first served*

- \$15,000 Print Sponsor**
Logo/name recognition as Print Sponsor featured on event promotional pieces, including but not limited to:
 - Event website with link to company website
 - Event t-shirts
 - Event marketing collateral – poster and mailing inserts
 - Event signage – h-stand postersPlus receive all Bear Benefactor Sponsor benefits

- \$10,000 Stage Sponsor**
Exclusive logo/name recognition featured on opening ceremonies and after-party stage
Recognition as Stage Sponsor on Walk With Me website with link to company website, event t-shirt and signage
Plus receive all Cheetah Champion Sponsor benefits

- \$5,000 Food Sponsor**
Logo/name recognition as Food Sponsor featured on food and beverage tables at the Walk With Me after-party, event website with link to company website, event eblasts and t-shirts
Plus receive all Spider Monkey Sponsor benefits

- \$2,500 Entertainment Sponsor**
Logo/name recognition as Entertainment Sponsor featured at the Walk With Me after-party, event website with link to company website, event eblasts and t-shirts
Plus receive all Toucan Team Sponsor benefits

- Entry Fee Sponsor**
Cover the \$50 entry fee to allow Easter Seals' low income clients to participate in this wonderful day. In exchange, your company will be recognized on the Walk With Me website with link to company website, event t-shirt, signage and eblasts. Lead Entry Fee Sponsor gift levels for recognition: \$5,000, \$2,500 and \$1,000.

Please return this sheet and the sponsor form with payment information as soon as possible by:

Email mshofner@eastersealshouston.org

Mail Easter Seals Greater Houston
Attn: Development Department
4888 Loop Central Drive, Suite 200
Houston, TX 77081

Walk With Me Sponsor Deadline to Maximize Print Benefits - January 31, 2020

Why Walk?



1 in 6 babies born in the U.S. has a developmental delay or disability.

Your participation in Walk With Me will help ensure that people with all types of disabilities have equal opportunities to live, learn, work and play in our community. By partnering with Easter Seals you are providing help, hope, and answers to over 12,000 families living with disabilities in the Greater Houston area each year. Your gift connects children, adults and veterans with disabilities to the services they desperately need to live their lives to the fullest potential. Join us in taking on #DisabilityTogether!

Benefits of Sponsorship

- Increase community visibility pre-event and event day
 - Reach an audience of 4,000 on event day
- Build employee engagement and demonstrate your company's commitment to being a socially responsible community partner and supporter
- Change the lives of children, adults and veterans with disabilities

Thank you to our 2019 Sponsors



THE ROBERT AND
JANICE MCNAIR
FOUNDATION

Rotary
Club of West U (Houston)

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YOUTH ACTION COUNCIL



Walk With Me



Presented by
PROSPERITY BANK
Member FDIC

5K OR FAMILY FUN WALK • APRIL 25, 2020 • HOUSTON ZOO

Sponsor (as it should appear in printed materials) _____

Contact Name _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

I/We enclose: \$ _____ Please make checks payable to Easter Seals.

\$ _____ Please charge my Visa MasterCard AMEX Discover

Name on Card _____ Credit Card Number _____

Exp. Date _____ CVV # _____ Signature _____

How do you want to help?

_____ **\$100,000 Presenting Sponsor**

_____ **\$10,000 Cheetah Champion**

_____ **\$50,000 Lead Sponsor**

_____ **\$5,000 Spider Monkey Sponsor**

_____ **\$25,000 Panther Patron**

_____ **\$2,500 Toucan Team**

_____ **\$15,000 Bear Benefactor**

_____ **Other Amount**

_____ **Create a Team:** I will set up a team under my company name and urge employees and friends to register as a team member who will personally raise money on Easter Seals' behalf.

Team Name: _____

_____ **Matching Sponsor:** I will determine the goal for my team; my employees will create fundraising pages online under the corporate team. I will match dollar for dollar what they raise.

**Please refer to the enclosed sponsor opportunities description for more details on benefits of sponsorship.*

**Walk We Me Sponsor Deadline to Maximize Print Benefits - January 31, 2020*

**If the event is cancelled for health, weather or safety reasons, we will treat your contribution as a donation to the agency. No refunds will be given and the event will not be rescheduled.*

You may also **register online at www.walkwithmehouston.org**.

For additional information or details about creating a team, please contact
Madison Shofner | 713-838-0840 | mshofner@eastersealshouston.org.

4888 Loop Central Drive, Suite 200, Houston, TX 77081 - 713.838.9050

WalkWithMeHouston.org - EasterSealsHouston.org

