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

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#### **Celebrity Chairman**

Larry Dierker Astros Pitcher, Broadcaster and Manager 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 <a href="www.walkwithmehouston.org">www.walkwithmehouston.org</a>. To learn more about Easter Seals Houston, visit <a href="www.eastersealshouston.org">www.eastersealshouston.org</a>. Please feel free to contact Madison Shofner, Easter Seals' Special Events Manager, at 713-838-0840 or <a href="mshofner@eastersealshouston.org">mshofner@eastersealshouston.org</a> if you have any questions.

With gratitude,

(h)

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



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

	\$1	15,	,000	<b>Print</b>	S	ponsor
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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 posters

Plus 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 Spins ir fratured on food and beverage tables at the Walk With Me after-party, event we site with in Lo company ve site, event eblasts and t-shirts Plus receive all Spider Monkey Sponsor benefits

### Spons \$2,500 Entertainment Spons

Logo/name recognition as Et te trainment Sponsor featured at the Walk With Me after-party, event website with link to company website, event eplasts 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** 





















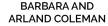














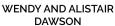








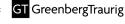












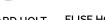
























































Sponsor (as it s	snould ap	ppear in printed materials)	_					
Contact Name								
		Phone						
Address ——								
City		State Zip						
/We enclose:	\$	Please make checks payable to Easter Seals.						
	\$	Please charge myVisaMasterCardAMEXDiscover						
Name on Card		Credit Card Number						
Exp. 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 BenefactorOther 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