



WALK *from* OBESITYSM

Prevention, Education, Research & Treatment

2012 National Sponsorship Opportunities




The Annual *Walk from Obesity* supports the individual education and advocacy mission of the Obesity Action Coalition and the American Society for Metabolic and Bariatric Surgery Foundation

The Annual *WALKfromOBESITY*SM is the only National event where individuals affected by obesity come together to walk and raise awareness of obesity, morbid obesity and childhood obesity.

Each year, this event welcomes more than 10,000 walkers in more than 70 cities across America who raise awareness and funds toward prevention, education, research and advocacy initiatives. This National event gives supporters and sponsors invaluable exposure in the obesity community, in addition to National and local media and the public. This is the perfect opportunity to get involved in a truly worthy cause by becoming a National Sponsor of the *Walk from Obesity*.

Participants of the Walk

The Walk is a unique event because it joins together the individuals who are directly impacted by obesity. The individuals themselves send the most powerful message of the need for expanded efforts in prevention, education, advocacy and research. Those supporting these individuals are also an integral part in this inspiring event, who include family members, friends, healthcare professionals, members of organizations and the public.



WALK*from***OBESITY**SM

Only National event bringing together those affected by obesity.

Walks are held more than 70 U.S. Cities.

Over \$5 million raised in the past seven years.

National and local media coverage in more than 70 cities.

Where Walks are held

The Walk takes place each year, mainly in September and October, in more than 70 U.S. cities. Most Walks take place on the same date; however, some dates vary by city. All Walks are volunteer-run, and each event location is determined based upon response/demand from local volunteers.

Publicity

As the largest gathering of individuals affected by obesity, the *Walk from Obesity* is a powerful public awareness event. National Sponsors, and those who support the walkers, are an integral part in raising awareness.

The Walk gains National media exposure through various outlets such as print, radio and Internet. The Walk also receives publicity in more than 70 cities. National Sponsors are included in all media outreach on both National and local levels. In addition, National Sponsors are able to proudly promote their participation and support of the event throughout their target audiences.



Raising Funds for the Walk

The *Walk from Obesity* is not only an awareness-building event, but it also raises funds toward furthering prevention, education, research and advocacy efforts.

Raising funds for the *Walk from Obesity* is a collective effort. Walkers bring in their own income as participants in the Walk. Many seek pledges by asking family members, friends and co-workers to support them in the Walk.

A large portion of funds are raised through National Sponsorships. Other means include local sponsorships, matching gifts, corporate contributions, etc.

The funds raised from the Walk support the Obesity Action Coalition (OAC) and American Society for Metabolic and Bariatric Surgery (ASMBS) Foundation - independent non profit organizations.

To learn more about the OAC and the ASMBS Foundation, please visit the *Walk from Obesity* Web site at www.walkfromobesity.com.

Become a National Sponsor of the 2012 *Walk from Obesity*

We encourage you to take advantage of this unique opportunity by becoming a National Sponsor of the 2012 *Walk from Obesity*. National Walk Sponsors enjoy tremendous exposure through many outlets.

Even though the actual Walks take place on a single given day, the Walk is continually promoted throughout the entire calendar year. National Sponsors will be featured in/on:

- National and Local Media Campaigns
- Banners
- Official *Walk from Obesity* T-shirt
- *Walk from Obesity* e-newsletter
- Various Industry-related Web sites and Publications
- National and Local *Walk from Obesity* Web sites
- National Healthcare Conferences

As a National Sponsor, your organization will be recognized as a key leader in the fight against obesity. On the back page, please find a description of sponsorship levels and benefits for each. If you have a sponsorship idea that is not listed, please contact the ASMBS Foundation. We are happy to work with you to create a customized sponsorship package.

How Walk Proceeds are Utilized

The Walk provides financial support to expanding programs in prevention, education, research and advocacy. Efforts funded by Walk proceeds include:

- Providing free resources to all individuals affected by obesity, morbid obesity and childhood obesity
- Developing topic-specific patient education materials on obesity, morbid obesity, childhood obesity and obesity stigma
- Expanding research and professional education on obesity and its treatments
- Creation and support of community initiatives, such as the Bryan G. Woodward Community Grants and National awareness outreach campaigns
- And much more!



Reasons to Become a *WALK*_{from}*O*BESITYSM National Sponsor

Visibility

National Sponsors receive invaluable exposure throughout the year during promotion of the walk.

Supporting an Important Cause

Your financial support ensures that efforts continue in prevention, education, research and advocacy.

Helping to Spread a Powerful Message

The Walk is the only event of its kind that brings together those affected by obesity to spread one powerful message.

National Sponsorship Levels and Benefits

Platinum: \$50,000

- Recognition as a 2012 *Walk from Obesity* Platinum Sponsor on Walk-related promotional materials including advertisements, banners, etc.
- Logo with link on Walk Web site
- Logo placed on the *Walk from Obesity* T-shirt, provided to every walker, with Platinum level recognition
- Prominent display table at each local *Walk from Obesity* Event
- Recognition as a Platinum Sponsor at the ASMBS Foundation exhibition booths at various national conferences throughout the year
- Recognition as Platinum Sponsor in the *Walk from Obesity* electronic newsletter
- 50 complimentary registrations to a Walk

Silver: \$20,000

- Recognition as a 2012 *Walk from Obesity* Silver Sponsor on Walk-related promotional materials including advertisements, banners, etc.
- Logo with link on Walk Web site
- Logo placed on the *Walk from Obesity* T-shirt, provided to every walker, with Silver level recognition
- Prominent display table at each local *Walk from Obesity* Event
- Recognition as a Silver Sponsor at the ASMBS Foundation exhibition booths at various national conferences throughout the year
- Recognition as a Silver Sponsor in the *Walk from Obesity* electronic newsletter
- 15 complimentary registrations to a Walk

Gold: \$35,000

- Recognition as a 2012 *Walk from Obesity* Gold Sponsor on Walk-related promotional materials including advertisements, banners, etc.
- Logo with link on Walk Web site
- Logo placed on the *Walk from Obesity* T-shirt, provided to every walker, with Gold level recognition
- Prominent display table at each local *Walk from Obesity* Event
- Recognition as a Gold Sponsor at the ASMBS Foundation exhibition booths at various national conferences throughout the year
- Recognition as a Gold Sponsor in the *Walk from Obesity* electronic newsletter
- 25 complimentary registrations to a Walk

Bronze: \$10,000

- Recognition as a 2012 *Walk from Obesity* Bronze Sponsor on Walk-related promotional materials including advertisements, banners, etc.
- Logo with link on Walk Web site
- Logo placed on the *Walk from Obesity* T-shirt, provided to every walker, with Bronze level recognition
- Prominent display table at each local *Walk from Obesity* Event
- Recognition as a Bronze Sponsor at the ASMBS Foundation exhibition booths at various national conferences throughout the year
- Recognition as a Bronze Sponsor in the *Walk from Obesity* electronic newsletter
- 5 complimentary registrations to a Walk

National Sponsorship Response Form

Please select your organization's Sponsorship Level:

- Platinum \$50,000
 Gold \$35,000
 Silver \$20,000
 Bronze \$10,000

Company Name _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Please note: Deadline for Sponsorship is May 11, 2012

Payment Information

Enclosed is my check, made payable to the ASMBS Foundation, for \$ _____

Please charge my credit card for my sponsorship in the amount of \$ _____

MasterCard® Visa® Amex®

Credit Card Number: _____

Name on Card: _____

Exp. Date: _____ Billing Zip Code: _____

Mail to: ASMBS Foundation, Attn: Connie Stillwell

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