



TREO FOUNDATION'S

# Walk from OBESITY<sup>SM</sup>

TAKING STEPS FOR YOUR HEALTH

Supporting TREO Foundation

a 501 (c)(3) nonprofit - Tax ID 59-3520006

# BARRINGTON, IL

Presenting Sponsor:

## Advocate Good Shepherd Hospital

### Event Details:

**Date:** Saturday, June 8, 2024

**Event Time:** 9:00 AM - 11:30 AM

**Sponsor Check-in:** 8:30 AM

**Location:** Advocate Good Shepherd Hospital :: 450 W Highway 22, Barrington, IL 60010

### Event Leader(s):

Chloe Goodman :: 847-620-3893  
chloe.goodman@aah.org

Michael Paulus  
michael.paulus@aah.org

### Sponsorship Deadlines:

**\$750 - \$5,000 Sponsors**

Donation must be received by: **May 20, 2024**

**\$175 - \$500 Sponsors**

Donation must be received by: **May 30, 2024**

**To pay or submit a sponsorship commitment please visit:**  
**walkfromobesity.com/localsponsor**

### Logo Requirements (sponsors of \$1,000+ only)

We require four high-res logo files.

1. Full-color .jpg or .png.
2. Full-color vector (.ai or .eps)
3. One-color .jpg or .png
4. One-color vector (.ai or .eps)

Email all files to **randy@treofoundation.org** by: **May 30, 2024**

## Why We "Walk from Obesity"

In the United States, nearly 42% of adults have obesity. Obesity can decrease an individual's life expectancy by 7-14 years, and increases the risk of developing other life threatening diseases. Through TREO Foundation's Walk from Obesity, we are able to raise awareness and provide educational information regarding prevention and treatment. Funds raised through the Walk support important obesity treatment research, professional education, and access to treatment initiatives of the American Society for Metabolic and Bariatric Surgery (ASMBS). Funds also are available to other nonprofits through community grants.

### Three reasons to support your local Walk:

#### SUPPORT THE CAUSE

Your company's sponsorship leads to greater fundraising, allowing TREO Foundation to fund critical research, science based education, and access to treatment initiatives.

#### RECEIVE RECOGNITION

Local Sponsors receive exposure in the community they serve. Through promotion leading up to the Walk, and the day of the event, your company will be spotlighted as a leader in your industry for the cause.

#### RAISE AWARENESS

Raising awareness of obesity treatments is important to ending the obesity epidemic. The Walk is the only event of its kind, bringing those affected by obesity together to send one powerful message.



**TREO Foundation**

14260 W. Newberry, Rd. #204

Newberry, FL 32669

352-332-9100 | info@treofoundation.org

**WalkfromObesity.com**  
**@WalkfromObesity**

# MAKING THE WALK FROM OBESITY POSSIBLE

## THE ONLY NATIONAL WALKATHON OF IT'S KIND

The Walk from Obesity is a powerful public awareness event. This event helps bring together individuals directly impacted by the disease of obesity with healthcare providers and companies that are committed to making a difference.

Like well-known walk events for cancers, heart disease, and others, we strive to raise funds to make a change and improve health. Obesity is linked to causing many other health issues and some say bad health starts with obesity. That is why our cause is an important one. We are the only national walkathon that focuses on the treatment and prevention of obesity as a disease.

### PRESENTING SPONSOR(S)

The Presenting Sponsor(s) of your local Walk has already committed sponsorship dollars, as well as countless volunteer hours to plan your local Walk from Obesity. This sponsor and TREO Foundation will work together to create a great event for your community. Creating the opportunity for your company to get involved as a Local Sponsor.



T-shirt Example

## LOCAL SPONSORS LIKE YOUR COMPANY

Companies that choose to become a Local Sponsor of their community's Walk from Obesity make a huge difference in the event's overall success. By being a Local Sponsor, your company will help to cover local event expenses, as well as support the mission of TREO Foundation at a national level.

Your company will also have the opportunity to provide information about products and services it offers. Many individuals will attend the Walk because they want to learn about weight loss and treatment options that are available to them within their own community. The opportunity to provide this information is not only beneficial to those individuals but also to your business.

We also encourage your company to participate in the Walk by starting a Walk team. Some levels of sponsorship include a customized promo-code that will allow your company to invite other to register at no charge.

### WALK PARTICIPANTS AND INDIVIDUAL DONORS

The individuals themselves send a powerful message of the need for expanded efforts in access to treatment, research, and education. The Walk provides a space for individuals to celebrate healthier outcomes, learn how to improve their health, and network with other individuals that are patients, healthcare professionals, and friends. Each Walk participant is encouraged to raise funds and many do, which helps to raise awareness among their friends, family, and social media followers.

#### Participants include:

- Those who have successfully overcome obesity or continue to treat it
- Individuals who struggle with body weight or weight loss interested in treatment
- Healthcare professionals
- People who want to live a healthier/active lifestyle
- Family, friends, and community members that want to make a difference

Individual donors that support participants with a donation are also an integral part of this inspiring event.



Event Registration Example

# 2024 SPONSORSHIP LEVELS & BENEFITS

We encourage your company to take advantage of this unique opportunity by becoming a Local Sponsor of the Walk from Obesity. Walk sponsors enjoy exposure through many promotional outlets. If you have a sponsorship idea that is not listed, please contact us and we will be happy to work with you to create a customized sponsorship package.

	<b>DIAMOND</b> \$5,000	<b>PLATINUM</b> \$2,500	<b>GOLD</b> \$1,000	<b>SILVER</b> \$750	<b>BRONZE</b> \$500	<b>EXHIBITOR</b> \$350
Use of the Walk from Obesity logo on company marketing items for the event (per approval)	✓	✓	✓			
Company Logo (full-color) on step-and-repeat banner - displayed at the event	✓	✓	✓			
Promo code for FREE online participant registrations (company specific)	50 Uses/ Registrations	25 Uses/ Registrations	5 Uses/ Registrations			
Company recognized on official event t-shirt (one color; provided to all participants)	Company Logo	Company Logo	Company Logo	Company Name Printed		
Company recognized on online registration page (full-color logo or listed)	Company Logo	Company Logo	Company Logo	Company Name Listed	Company Name Listed	
Exhibitor space: 6-foot table, 2 chairs, event entry for 2 reps	2 Tables (upon request)	✓	✓	✓	✓	✓
Recognition as a local sponsor in a post event email to all participants	✓	✓	✓	✓	✓	✓
Special mention by the event emcee during announcements	✓	✓	✓	✓	✓	✓
Recognized on the TREO's annual donor list - published on website and gala program book	✓	✓	✓	✓	✓	✓



Step and Repeat Example

## OTHER LEVELS OF SUPPORT

### PRODUCT DISTRIBUTION :: \$175

Marketing materials and/or product samples will be distributed to participants on your behalf. Note: items may be placed in bags or displayed on a table. Contact local Event Leaders for details.

### NON-PROFIT EXHIBIT :: NO FEE

Available to IRS registered 501(c)(3) nonprofits ONLY. - in exchange for publicizing the Walk. Must provide proof of 501(c)(3) status for approval. (6-foot table, 2 chairs).

## TWO WAYS TO PAY

[WalkfromObesity.com/localsponsor](https://WalkfromObesity.com/localsponsor)

**CREDIT CARD:** Pay online and submit your sponsorship agreement form using the link above.

**CHECK:** Submit your sponsorship agreement form using the link above. Then mail your check to:

**TREO Foundation 14260 W. Newberry, Rd. #204  
 Newberry, FL 32669**