

HOSTING A WALK FROM OBESITY

Hosting a *Walk from Obesity* is a tremendous experience and a great way to bring those affected by obesity together to raise awareness and funds for our joint cause. We hope you can join the American Society for Metabolic and Bariatric Surgery (ASMBS) Foundation and Obesity Action Coalition (OAC), and together we will bring a great event to your community!

Our frequently asked questions will provide basic information about the application process and hosting a *Walk from Obesity* event. Once

your application is received, we will then provide you with our *Walk from Obesity* Committee Guide and schedule a phone interview to discuss the Walk and answer any questions you may have.

If you have any questions about the application process, please contact Randy Slade, National Events Manager, at rslade@asmbsfoundation.org or by phone at 866-471-2727.

FAQ'S

How do I qualify to host a *Walk from Obesity*?

These qualifications and requirements must be met in order for your application/event to be approved:

1. An application must be submitted by the posted deadline in order for your location to be considered for approval
2. At least one individual listed on the application must be an active member of one of the following organizations: the American Society for Metabolic and Bariatric Surgery (ASMBS), the Obesity Action Coalition (OAC) or the American Board of Obesity Medicine (ABOM). This individual can be the event leader, presenting sponsor, or a Walk committee member.
3. All agreements on the application must be agreed upon.
4. A phone interview is required with an ASMBS Foundation staff member to discuss Walk best practices.
5. The \$500 presenting sponsor site fee must be paid within 30 days of your application being approved.

Please note: The number of approvals will be limited. Walk locations will be determined and strategically chosen by the ASMBS Foundation. Approval of your application will be based on the location, previous Walk experience and fiscal success, phone interview, etc.

What does the \$500 Presenting Sponsor Site Fee cover?

This fee will act as a sponsorship for the event and will list you as a "Presenting Sponsor." The fee also will act as a deposit to ensure that you will be listed as the presenting sponsor or one of the presenting sponsors of the event. We use this fee to cover the initial cost and materials to start your event; however it will also count as income towards your event fundraising goal.

Please note: In order for the presenting sponsor fee to be divided between multiple groups, all groups MUST be listed on the original application. Also, there is a minimum of \$250 that must be paid by each group that is listed. For example, if four groups are listed as presenters, then a total of \$1,000 will need to be paid.

Who covers the cost of the event?

The ASMBS Foundation will cover the costs of items that are considered a necessity in order for the event to take place. However, we do have several guidelines that must be followed in order for you to be reimbursed for expenses and any expense over \$250 must be preapproved by our office. Since this is a fundraising event, we ask that you try to get as many items donated as possible to help keep our cost down and to help make your event a financial success. We strongly suggest that your local expenses stay below 15% of what you plan to raise to ensure that you have a successful fundraising event.

Here is a list of a few items that would be considered appropriate and inappropriate for purchase:

Appropriate Items:

- Table and chair rentals
- Permits
- Venue charge
- Local sponsor printing (t-shirts)
- Event signage
- Sound equipment rental

Inappropriate Items:

- Participant giveaways (should be donated)
- Office equipment (computers, cameras)
- Entertainment or food for volunteers or committee
- Professional photographers
- Professional event planners
- Alcohol
- Advertising
- Additional activities (bounce house, games, etc.)

What marketing materials and tools are provided by the national office?

Our office provides many tools to help in the planning and promoting of your Walk. We will provide you with an unlimited amount of *Walk from Obesity* brochures and posters. The brochures can be used in mailings or placed at local businesses to help promote your Walk. The posters work great for promoting your event on community bulletin boards, parks, or throughout your hospital.

We also provide several online or electronic tools including a local sponsorship prospectus, a Walk flyer, and an online registration and fundraising system for your participants. Weekly/bi-weekly email communications will also be sent to you with helpful hints and information you will need throughout the planning process.

Materials for the day of your event will also be provided. Those materials will include the official *Walk from Obesity* t-shirt, a *Walk from Obesity* banner (with National Sponsors listed), handout materials and more!

The minimum fundraising goal is \$10,000, what happens if I do not meet that goal?

A minimum fundraising goal of \$10,000 is required to be set by each event. All income from your event will go towards this goal and efforts to meet the goal are expected. Income will include: The \$500 site fee payment, local sponsorships, participant registration fees, and donations that your participants collect.

We do not require that the goal be met and there are no fees or penalties involved if the goal is not met, however if the goal is not met, future applications to host could be denied. We encourage our events to strive to meet this minimum goal to ensure you have a successful fundraising event. If you have concerns about this, we will be happy to discuss those with you.

Please note: In-kind donations (non-cash items) may not be included as income towards your fundraising goal.

Do I have to recruit local sponsors for my event or can I be the sole sponsor?

The *Walk from Obesity* is intended to be a community event and should never be considered a private event for one sole sponsor. Getting local sponsors is the key to bringing several local hospitals, doctors, and local businesses together to provide an event that will bring awareness to and benefit the entire local community. Local sponsors provide financial support for your Walk, but can also promote your Walk and help increase attendance. Any person/company that shares our mission and is working for our cause should always be welcomed and encouraged to become a local sponsor.

Where can I host the event and how long does the Walk route have to be?

The Walk can be held at many types of venues. Those venues can include: community parks, shopping malls, hospitals, schools, churches, sports venues, and more! Keep in mind that a safe and easy walking path will need to be provided. We recommend that our Walk's be at least 1 mile in length, but not longer than a 5K (3.1 miles). It is also suggested to provide a Walk route that will allow participants to choose how far they walk.

The *Walk from Obesity* should not be considered so much as an athletic event but as an event to provide participants with options to choose how far and how long they can or wish to walk. However, participants do not have to walk to participate, they may choose to cheer on and encourage the other walkers at the finish line.

Each participant (walker) must pay a registration fee, what does that fee cover?

The registration fee for each participant is \$35. We do offer an online registration for only \$25, and this option is available through our website until the Friday before the event takes place. Children under the age of 12 are always FREE, but must be accompanied by a paid parent or guardian. When registering online, participants will have the option to register as an individual, join a team, or start their own team. A paid registration will give a person access to the event, along with an official *Walk from Obesity* t-shirt, a FREE one year membership for the Obesity Action Coalition (OAC) (optional), a personal online fundraising page, and access to any giveaways that may be available at the event.

Can the Walk be held in conjunction with any other event?

The *Walk from Obesity* must be a standalone event. It cannot be held in conjunction with nor publicized with any other event. This includes: health fairs, company picnics, parties, or any other Walk or Run. These events can be held before or after the *Walk from Obesity*, but must not be considered part of the event.

Once my application is approved, when may I start planning my Walk?

Confirmation of application being received will be emailed to you within (3) business days of your application being received. We will then ask to schedule a phone interview with you so that we may answer any questions you may have and provide you with information you will need to get started. We will also provide you with our official Walk Committee Guide prior to the phone interview. The guide will provide you with all of our guidelines and forms that you will need while planning your event. You will then have 30 days to pay your presenting sponsor site fee payment after approval has been given by our office. Once payment has been received you may begin the early stages of your planning (forming a Walk Committee, seeking out a venue, and recruiting local sponsors, etc.).

An official kickoff date will be set for all events taking place in our Spring/Fall Walk season. This date will act as the official date for when Walk cities will be announced, online event pages will be made active, and marketing materials (brochures and posters) will start to be mailed to you.

I want to host a Walk from Obesity in my community. How do I apply to host?

View the online application and apply online at www.walkfromobesity.com. We offer several dates to choose from and you may also request a date that is not listed, but prior approval will be needed from our office.

