ASMBS FOUNDATION'S

Walk from OBESITY℠

Est. 2003

Celebrating 15 years of Improving Health

New York, NY

Presented By:
New York ASMBS State Chapter

LOCAL SPONSORSHIP

Opportunities for 2018

EVENT DETAILS:

Date: Sunday, September 9, 2018

Time: 8:00 AM - 12:00 PM

Sponsor Check-in: 7:30 AM

Location: Riverside Park
Riverside Dr. & W 97th Street
New York, NY 10025

Event Contact:
Michelle Paillere
mpaillere1@northwell.edu
212-434-6504

LOGO SUBMISSION & DEADLINES:

$750 - $5,000 Sponsors: Payment Deadline is **8/9/2018**
Note: $750 sponsorships DO NOT include logo recognition. Company name will be listed in text on both the shirt and online event page.

T-shirt Logo Requirements: All text and graphic elements must be **black**. Vector files are preferred (.eps, .ai, or .pdf) OR (.jpg, .png) must be at least 300 dpi, at least 3in in one direction, and a minimum of 1MB.

Website Logo Requirements: full color .jpg is preferred. Please email both logos to info@asmbsfoundation.org, at time of payment.

$150 - $500 Sponsors: Payment and online commitment form must be received by **9/4/2018**

Sponsorships can be paid by check or credit card. Instructions are on page 3 of this form.

Why We "*Walk from Obesity*"

In the United States, more than 93 million individuals are effected by obesity. Through the ASMBS Foundation's Walk from Obesity we are able to raise awareness and provide educational information regrading prevention and treatment. Through this unique event we are also able to raise funds to support important obesity and bariatric surgery research, educational programs, and access to quality care and treatment initiatives.

Here are 3 great reasons to become a local sponsor:

Increase Your Visibility
Local Sponsors will receive exposure in the community that they serve. Through promotion leading up to the Walk to the day of the event, your company will be spotlighted as a supporter of this important event.

Become an Advocate
Your financial support also benefits at a national level by supporting the work of the ASMBS Foundation through research, education, and access to treatment.

Increase Awareness
Raising awareness about obesity and treatment options is important to ending the obesity epidemic. The Walk is the only event of it's kind that brings those affected by obesity and other related diseases together to send one powerful message.

ASMBS FOUNDATION

ASMBS Foundation
100 SW 75th Street, Suite 201, Gainesville, FL 32607
Tel: 866-471-2727 | Fax: 352-331-4975
info@asmbsfoundation.org | www.asmbsfoundation.org

ASMBS FOUNDATION'S **Walk from OBESITY**SM

Making the *Walk from Obesity possible*

As the largest gathering of individuals affected by obesity, the *Walk from Obesity* is a powerful public awareness event. Local Sponsors, Presenting Sponsors, and Walk Participants are all an integral part in raising awareness about obesity, and obesity treatments within their very own community.

The *Walk from Obesity* brings together individuals directly impacted by obesity with companies that are committed to making a difference.

Back of T-shirt Example

Presenting Sponsors. Together the Presenting Sponsor and the ASMBS Foundation will bring this important event to your community. Countless hours and lots of hard work from local volunteers will help to present this educational and awareness event, while raising funds for obesity research, education, prevention, and treatment.

LOCAL SPONSORS. Companies like yours that support the *Walk from Obesity* can make a huge difference in this event's overall success. By becoming a Local Sponsor of this event, you will help to cover local event expenses, as well as support the work and mission of the ASMBS Foundation at a national level. Also, as a paid local sponsor you will have the opportunity to provide information about the products and services from your company that will benefit individuals affected by obesity that want to learn about weight loss and treatment options that are available in their community. This information is not only beneficial to your community, but is also beneficial to your business.

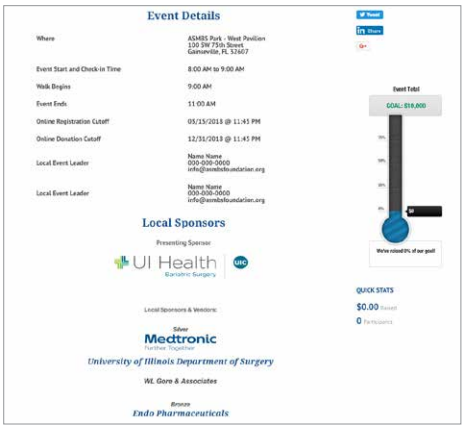
We also invite your company to not only become a Local Sponsor, but to also participate by starting a corporate team. Many levels of sponsorship offer promo-codes that will allow you to invite others to register at no charge by using your customized company promo-code.

Walk Participants and Individual Donors. The individuals themselves send a powerful message of the need for expanded efforts in prevention, education, research and access to treatment. The Walk is a fun-filled event for individuals, families or groups.

Participants include:

- Individuals that struggle with body weight and/or weight loss
- Those who have successfully overcome obesity or continue to battle obesity
- Healthcare professionals
- Those that live or want to live a healthier/active lifestyle
- Family members and friends of those affected by obesity

Individuals that support the participants with a donation or financial pledge are also an integral part in this inspiring event.



Event Registration Page Example

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www.WalkfromObesity.com

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2018 Sponsorship *Levels and Benefits*

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

	DIAMOND $5,000	PLATINUM $2,500	GOLD | $1,000	SILVER | $750	BRONZE | $500
Use of *Walk from Obesity* logo on Company Marketing Materials for the Event ***(per approval)***	✓	✓			
Company Recognized on Official Walk t-shirt	**Logo** (one color) Premier Position	**Logo** (one color) Prominent Position	**Logo** (one color) Lower Level Position	**Company Name** Printed (no logo)	
Promo Code for FREE Online Walk Participant Registrations *(company name specific)*	**50 uses** ($1,250 value)	**25 uses** ($625 value)	**10 uses** ($250 value)	**5 uses** ($125 value)	
Walk Awards	**Large** Local Sponsor Plaque	**Small** Local Sponsor Plaque	**Small** Local Sponsor Plaque	**Small** Local Sponsor Plaque	
Company Recognized on Online Registration Page	**Logo** displayed as "Diamond" Local Sponsor	**Logo** displayed as "Platinum" Local Sponsor	**Logo** displayed as "Gold" Local Sponsor	**Company name** listed (no logo) as "Silver" Local Sponsor	**Company name** listed (no logo) as "Bronze" Local Sponsor
One Skirted 8-Foot Table and Two Chairs *(vendor space)*	2 tables will be provided upon request	✓	✓	✓	✓
Special Mention at the Event by the MC	✓	✓	✓	✓	✓

OTHER LEVELS OF SUPPORT:

VENDOR (BOOTH RENTAL) | $300
Includes (1) 8-foot table and two chairs provided at the event, special mention by the MC.

PRODUCT DISTRIBUTION | $150
Distribution of marketing materials and/or product samples to participants. *Please note: items may be placed in bags or displayed on a table. Contact the local event leader for details.*

NON-PROFIT BOOTH | NO FEE
Available to IRS registered 501c3 non-profits ONLY, in exchange for publicizing the Walk. Must provide proof of 501c3 status; Includes (1) 8-foot table and two chairs provided at the event, special mention by the MC.

TWO WAYS TO PAY

CREDIT CARD
To pay by credit card **AND** submit your Sponsorship Agreement Form online, please visit **www.walkfromobesity.com/localsponsor**

CHECK
Mail your check to the ASMBS Foundation at the address bellow, **THEN** submit your Sponsorship Agreement Form online at **www.walkfromobesity.com/localsponsor**

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