ASMBS FOUNDATION'S Walk + FUN RUN from OBESITY℠

WHY DO YOU WALK?

2019 LOCAL SPONSORSHIP OPPORTUNITIES

Philadelphia, PA

Presented By:
Penn Medicine - Metabolic and Bariatric Surgery Program

EVENT DETAILS:

Date: Sunday, June 9, 2019

Time: 9:30 AM - 12:00 PM

Sponsor Check-in: 9:00 AM

Location: Penn Park
3000 Walnut Street
Philadelphia, PA 19104

Event Contacts
Kim Knipe
kimberly.knipe@pennmedicine.upenn.edu
267-324-7528

LOGO SUBMISSION & DEADLINES:

$750 - $5,000 Sponsors: Payment Deadline is **5/16/2019**
Note: $750 sponsorships DO NOT include logo recognition. Company name will be printed in text on the shirt.

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.

$150 - $500 Sponsors: Payment and online commitment form must be received by **5/31/2019**

Sponsorships can be paid by check, credit card, or Echeck. Instructions are on page 3 of this form. Please email both logos to info@asmbsfoundation.org, at time of payment.

WHY WE "WALK FROM OBESITY"

In the United States, more than 93 million individuals are affected by obesity. Obesity can decrease an individual's life expectancy by 7-14 years, and increases the risk of other life threatening conditions. Through the ASMBS Foundation's Walk from Obesity we are able to raise awareness and provide educational information regarding prevention and treatment. We are also able to raise funds to support important obesity and bariatric surgery research, educational programs, and advocacy 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

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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 brings together individuals directly impacted by obesity with companies that are committed to making a difference.

The companies that sponsor each local Walk, along with the participants themselves, are all an integral part in raising awareness about the disease of obesity and the treatment options that are available within their very own communities and are who make this event possible.

Back of T-shirt Example

PRESENTING SPONSORS. The Presenting Sponsor 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 the ASMBS Foundation will work together to create a great event for your community.

LOCAL SPONSORS. 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 becoming a Local Sponsor, your company will help to cover local event expenses, as well as support the work and mission of the ASMBS Foundation at a national level. Your company will also have the opportunity to provide information about the 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 community. The opportunity to provide this information is not only beneficial to those individuals but is also beneficial to your business.

We also encourage your company to participate in the Walk by starting a corporate team. Some levels of sponsorship even include a promo-code that will allow your company to invite others to register at no charge with use of its customized 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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2019 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	EXHIBITOR $300
Use of Walk from Obesity logo on Company Marketing Materials for the Event (per approval)	✓					
Company Logo (Full Color) on Step-and-Repeat Banner (Great Photo-Ops!)	✓	✓	✓			
Promo Code for FREE Online Walk Participant Registrations (Company Name Specific)	**50 uses** ($1,250 value	**25 uses** ($625 value)	**5 uses** ($250 value)			
Sponsor Awards (Presented during remarks at the Walk)	**Large** Plaque	**Small** Plaque	**Small** Plaque			
Company Recognized on Official Walk t-shirt	**Logo** (one color)	**Logo** (one color)	**Logo** (one color)	**Company Name** Printed		
Company Recognized on Online Registration Page	**Logo**	**Logo**	**Logo**	**Company name** listed (no logo)	**Company name** listed (no logo)	
Exhibitor Space: 6-Foot Table and 2 Chairs Provided (Free Registration for 2 Reps)	2 tables will be provided upon request	✓	✓	✓	✓	✓
Recognized as a Local Sponsor in Post Event Email	✓	✓	✓	✓	✓	✓
Special Mention by the MC During Announcements	✓	✓	✓	✓	✓	✓

OTHER LEVELS OF SUPPORT:

PRODUCT DISTRIBUTION | $150
Marketing materials and/or product samples will be distributed to participants on your behalf. Note: Item 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) six foot table and two chairs provided at the event, special mention by the MC.

TWO WAYS TO PAY

www.walkfromobesity.com/localsponsor

CREDIT CARD & ECHECK: Pay online and submit your Sponsorship Agreement Form using the link above.

CHECK (offline): Mail your check to the ASMBS Foundation at the address bellow, THEN submit your Sponsorship Agreement Form using the link above.

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