





## IS THERE A FEE TO HOST A WALK?

There is a required minimum \$1,000 Presenting Sponsor event donation.

The Presenting Sponsor event donation is due within (60) days of your application being approved. This donation will help to cover the start-up cost and materials for your event, and will count as income towards your event's fundraising goal. The donation will also count as your organization's sponsorship, allowing your organization to be listed as a "Presenting Sponsor." Presenting sponsors receive top-billing on the online registration page and shirts.

If the event will be co-presented by two or more companies, each company must pay a minimum sponsorship donation of \$500 each to be listed as a Presenting Sponsor. Please list all companies that will be co-presenting on the application as this will be taken into account when approving the application. Each Presenting Sponsor should also have a member on the planning committee.

**Please note:** The Presenting Sponsor Donation is non-refundable. If you must cancel your event after the donation has been made, your donation will be considered a general donation to the ASMBS Foundation.

## WHO PAYS FOR THE LOCAL EVENT EXPENSES?

The ASMBS Foundation will cover the costs of items that are considered a necessary item in order for the event to take place. Guidelines will be provided that must be followed in order for expenses to be paid directly or reimbursed by the ASMBS Foundation. Any expense over \$250 must be pre-approved by an ASMBS Foundation staff member. Since this is a fundraising event, we ask that you try to get as many event necessity items donated as possible to help keep 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.

### Appropriate Items (The ASMBS Foundation will cover the cost of these items):

- Table and chair rentals
- Permits
- Venue charge
- Event signage and printing
- Sound equipment rental
- Delivery fees
- Generator rentals
- Portable toilet rentals
- Coloring Contest supplies
- Other items deemed a necessity that must have pre-approval by an ASMBS Foundation staff member.

### Inappropriate Items (The ASMBS Foundation does NOT cover the cost of these items):

- Participant giveaways or raffle prizes (these items may be donated as in-kind)
- Office equipment (computers, cameras)
- Entertainment or food
- Professional photographer
- Third-party event planners or marketing staff
- Alcohol
- Advertising (paid advertising)
- Additional activities (bounce house, games, etc.)
- Tents
- Team t-shirts
- Decorations (balloon arch, etc.)
- Guest speakers

## WHAT MARKETING MATERIALS AND TOOLS ARE PROVIDED BY THE ASMBS FOUNDATION?

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. The brochures can be used in mailings or placed at local businesses to help promote your Walk.

We also provide several online and electronic tools including a local sponsorship prospectus, social media support, a customized Walk flyer, and an online registration and fundraising system for your participants. An official Facebook event will be managed by the ASMBS Foundation through the *Walk from Obesity* Facebook page.

Email communications will also be sent to you as needed with helpful tips and information you will need throughout the planning process. Emails will also be sent by the ASMBS Foundation to registered Walk participants leading up to the Walk. These emails encourage participants to fundraise and recruit others to join the Walk.

Materials that are needed for your Walk are also provided. Those materials will include the official *Walk from Obesity* t-shirt, a *Walk from Obesity* banner (with National Sponsors listed), fundraising prizes, bags, sponsor plaques, etc.!

## THE MINIMUM EVENT 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 every effort possible to meet the goal is expected (this includes soliciting for local sponsorship). Income for your event will include: the Presenting Sponsor event donation, local sponsorships, raffle monies collected, participant registration donations, donations collected by participants, and any other funds you raise by other means.

**There are no additional fees involved if the goal is not met.** We encourage each event to strive to meet this minimum goal to ensure a successful fundraising event and to cover expenses. If the goal is not met, future applications to host could be denied. 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*

## SHOULD WE RECRUIT LOCAL COMPANIES TO BE A LOCAL SPONSOR?

**Yes!** The *Walk from Obesity* is intended to be a community event and should never be considered a private event for one sole sponsor. Local sponsors are the key to bringing several local hospitals, doctors, and local businesses together to provide an event that will raise awareness 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 or provides services within the scope of our cause should always be welcome and encouraged to become a local sponsor.

Local sponsors are also important to your participants. Almost every level of local sponsorship will include an exhibitor table at the event. This will allow local companies to share information with participants about their services and/or provide samples and other goodies for the participants. Many participants may expect this so it is important to get as many companies to support and attend as possible.

Your local sponsorship prospectus will also be listed on our website. The ASMBS Foundation staff will handle collection of donations, company logos, and approval of sponsorships. The role of the local committee is to get the prospectus in the hands of local companies that would be a good fit for the event.

**The Presenting Sponsor/Event Leader/Committee are required to solicit local companies for local sponsorship.**

## 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 such as 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 your Walk 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, as the *Walk from Obesity* is a set your own pace event.

The *Walk from Obesity* should not be considered an athletic event, but as an event to provide participants a "choose your own pace" walking/running event. Also, participants do not have to walk to participate, they may choose to cheer on and encourage the other walkers from the finish line. If you will be hosting a *Walk from Obesity + Fun Run*, please take that into consideration when choosing your venue and route(s), as a route good for walking and running will be needed.

Any venue rental charge over \$250 must be pre-approved by the ASMBS Foundation. When choosing a venue, keep in mind you will need a safe walking path, a space for exhibitor tables, parking, and restrooms. Finding a venue that provides tables, chairs, and sound equipment can also be beneficial and may save money in the end.

## WHAT DATE SHOULD I CHOOSE?

Date options will be provided on the application for you to choose from. You may apply for a Spring or Fall date. The date you choose on the application will be considered "tentative" and can be changed if needed, as long as the date change is in the same season (Spring or Fall). A date change may also be needed due to availability of your venue.

When choosing a tentative date consider the weather at the time as well as other events that may be taking place on that day that would be competition for your Walk (other Walks, sporting events, holidays, etc.).

We also recommend that you choose an event date that will allow you a minimum of 3 months to plan and organize your event.

## DO PARTICIPANTS (WALKERS) HAVE TO PAY TO PARTICIPATE IN THE EVENT?

Since the *Walk from Obesity* is a fundraiser, we do require a minimum donation from each participant that registers to participate. This donation fee will be determined by the ASMBS Foundation staff before the launch of each Walk season. Determination of registration donation amount is based on budgetary needs, national sponsors, etc. The registration donation amount will be determined in the coming months.

There are also opportunities to allow free registration with the use of a promo code. Many levels of local sponsorship do include promo codes that will allow participants to register for "no fee" and are limited based on the sponsorship level. Promo codes may also be purchased for an additional donation if you wish to offer a "no fee" registration option with the use of a promo code for the general public. Please contact a staff member for details.

Registration will give a person access to the event, a personal online fundraising page, access to any giveaways that may be available at the event from local sponsors. The registration fee is also considered a donation from the participant and goes towards your event's fundraising goal.

## 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. All funds collected through the *Walk from Obesity* must be paid to the ASMBS Foundation

## CAN FUNDS RAISED BE SHARED WITH ANY OTHER ENTITY?

The *Walk from Obesity* is the ASMBS Foundation's largest fundraising program and is very important in allowing us to support our mission. 100% of the funds raised through your local event will go to the ASMBS Foundation to support our mission and goals. No funds raised through or at the event can be shared with any other organization or entity.

## ONCE MY APPLICATION IS APPROVED, WHEN MAY I START PLANNING MY WALK?

Confirmation of application being received will be emailed to you once you submit the application online. A staff member will then contact you to set up a conference call to discuss the event and answer any questions you may have (allow up to 14 days). Once the conference call is completed a final approval will be given within 14 business days. This should provide an approval of application within 30 days of submission.

You will then have 60 days to pay your Presenting Sponsor Donation (PSD) after approval has been given by an ASMBS Foundation staff member. You may also begin the planning of your event once your application is approved.

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 when Walk cities will be announced, online event pages will be made active, and marketing materials will be mailed to you.

## I WANT TO HOST A WALK FROM OBESITY IN MY COMMUNITY. HOW DO I APPLY TO HOST?

Apply online now at [www.WalkfromObesity.com](http://www.WalkfromObesity.com). We offer a list of available dates to choose from. If a date is not listed, please contact an ASMBS staff member to discuss the date and receive approval to apply for that date.

**Please note:** A minimum time frame of 3 months for planning and preparation is highly recommended. Please choose a Walk date that will allow yourself enough time to plan your event.

Here are some examples of the items we will provide for your event!

