

## COMMITTEE RESPONSIBILITIES

The following are responsibilities and duties of the Local Presenting Sponsor, Event Leader and/or Planning Committee.

- **LEAD:** Designate an individual to serve as the Event Leader. Form a small planning committee.
- **DONATE:** Pay a Presenting Sponsor Donation (PSD)
- **SELECT** a location/venue for the Walk.
- **SECURE** the location by completing paperwork or requesting proper permits (if needed).
- **SPONSORSHIP:** Distribute the local sponsorship prospectus that is provided by the Foundation. Solicit/contact other local hospitals, practices, stores, and other companies to become a local sponsor of the Walk.
- **MARKETING:** Distribute marketing materials provided by the ASMBS Foundation throughout your community (brochures and flyers).
- **COORDINATE** rental, delivery, and return of needed event items – tables, chairs, sound equipment, bottles of water, etc.
- **RECEIVE** all items provided by the Foundation and deliver to the event – shirts, plaques, banner, etc.
- **RECRUIT** volunteers to assist with the setup, breakdown, and cleanup of the event venue and oversee the process.
- **ENSURE** all ASMBS Foundation guidelines and policies are being followed.
- **COMMUNICATE** with Foundation staff and follow their guidance.
- **PROMOTE** the event and use all avenues available to market and promote the event.
- **DEVELOP** a budget and keep expenses to a minimum.
- **STRIVE** to meet the event fundraising goal (Minimum is \$10K) – There is no penalty if the goal is not met.
- **HAVE FUN!**
- **ENGAGE THE COMMUNITY!**
- **RAISE AWARENESS ABOUT OBESITY & TREATMENT!**

Please note: This quick view provides a list of the most common local responsibilities, but all may not be listed. Please review the hosting FAQ and the Walk Committee Planning Guide for more details of guidelines and responsibilities.

## PROVIDED SUPPORT

The following support will be provided by the ASMBS Foundation for each Walk event.

- **Planning Guide:** Walk Committee Planning Guide
- **Email Communications** to the event leader from staff members with tips and reminders
- **Online Registration System:** setup, maintenance, and technical support for online users (participants, donors, and sponsors)
- **Collection of Funds:** sponsorships and donations
- **Email Communications** to Walk participants, donors, and sponsors about fundraising and event info
- **Social Media:** setup and manage a Facebook event and other social media posts about the Walk (paid advertisement provided)
- **Online Community Board Posts:** help advertise your Walk through local online community boards
- **Media Alerts:** Assistance with developing media alerts or news releases
- **Printed Materials:** ordering and production provided by the Foundation (logo collection etc.)
- **Event Guidance:** planning by phone or email
- **More as needed!**

The following items will be produced and shipped directly, ready for use:

- **BROCHURES:** Walk from Obesity brochures
- **T-SHIRTS:** Event T-shirts (Sizes: Youth L – Adult 6X)
- **BANNER:** Walk from Obesity event banner
- **BOOKS:** Child coloring books
- **PRIZES:** Fundraising prizes for participants
- **AWARDS:** Walk awards (sponsor plaques and trophies)

**RECRUITMENT:** The following files (PDF) are provided, ready for use and can be printed or used electronically. These items will assist in sponsor and participant recruitment:

- Local Sponsorship Prospectus
- Printable Flyer and Social Media Graphics
- Other items as needed or requested

**COST RECOVERY:** The ASMBS Foundation will cover the cost of the following items, as needed, for each Walk. Preapproval is required for any item over \$250 and a local expense budget of 15% or less of monies raised should be spent at the local level:

- Venue fee (typically under \$500)
- Rentals – chairs, tables, portables, etc.
- DJ or sound equipment rental
- Permits, if required
- Signage, event or directional
- Insurance, liability coverage (automatically provided)
- Other items deemed a necessity for the event to take place

**VIEW OUR FAQ AND APPLY ONLINE**  
**WALKFROMOBESITY.COM/HOST**