

# WALK-N-ROLL FOR SB<sup>®</sup> Arizona



## Saturday, November 18, 2017 Steele Indian School Park, Phoenix SPONSORSHIP GUIDE

Spina Bifida Association of Arizona - 1001 E Fairmount Ave, Phoenix, AZ 85014 p: 602.274.3323  
sbaz.org sbazwalknroll.org e: office@sbaz.org

# BACKGROUND

Spina Bifida Association of Arizona - 1001 E Fairmount Ave, Phoenix, AZ 85014 p: 602.274.3323  
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## ABOUT SBAAZ

For more than 40 years, the Spina Bifida Association of Arizona (SBAAZ) has dedicated itself to preventing Spina Bifida and enhancing the lives of all affected. Our goals are to provide education, support, and outreach to those in Arizona through our local Chapter:

SBAAZ partners with national and local companies to further our mission in reaching those affected by Spina Bifida.

Learn more about SBAAZ and Spina Bifida on our website:  
[sbaz.org](http://sbaz.org)



## ABOUT WALK-N-ROLL

Walk-N-Roll for Spina Bifida® is a family-friendly walk event that raises critical funds, increases awareness of Spina Bifida and celebrates the accomplishments of the over 166,000 Americans living with Spina Bifida. All proceeds are used for programs and services for people with Spina Bifida and their families.

Walk-N-Roll is a very meaningful and inspirational experience for everyone who participates. The event truly embodies a sense of inclusiveness and empowerment which the Spina Bifida community embraces in all that it does.

Learn more about Walk-N-Roll for Spina Bifida on our website:  
[sbazwalknroll.org](http://sbazwalknroll.org)

## ABOUT SPONSORING

As a sponsor for the Arizona Walk-N-Roll for Spina Bifida, your company will benefit from a marketing program providing promotional opportunities through our recruitment, fundraising, event day, post events and social event marketing efforts. Your company will also benefit from local exposure at hospitals, community stores & establishments, walk event activities, along with web and social media activities.

# OPPORTUNITIES

Spina Bifida Association of Arizona - 1001 E Fairmount Ave, Phoenix, AZ 85014 p: 602.274.3323  
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## SPONSORS for WALK-N-ROLL EVENT

*(Promotional benefits detailed on next page)*

### Presenting Sponsor

\$5,000

\*your support commemorated by a plaque in SBAAZ program space and used to advance health care in Arizona

### Platinum Sponsor

\$2,500

\*your support helps children receive medical ID relay services for an entire year

### Gold Sponsor

\$1,000

\*your support enables mentor matches for new parents

### Silver Sponsor

\$500

\*your support provides individual independence services to youth

### Non-Profit Exhibitor OR Business Logo Only

\$250

\*your support provides wellness & enrichment activities for adults



# SPONSOR BENEFITS

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	PRESENTING \$5,000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$ 500	NON PROFIT \$250
Event Naming Rights	"Presented By"				
Industry Exclusivity	✓				
Press Releases	All	1			
Save the Date Cards mailed to Area Constituents (8/15 deadline)	"Presented By" Logo	Logo			
Posters & Flyers Distributed to Local Community	"Presented By" Logo	Logo	Logo	Name	
Brochures Distributed to Clinics	"Presented by" Logo	Logo	Logo	Name	
Logo with Link on Walk-N-Roll Website	"Presented By" Logo & Link	Logo & Link	Logo	Name	
e-Newsletter Promotion to Area Database	"Presented By" Logo & Link	Logo & Link	Logo	Name	
Promotional Emails to Area Database	"Presented By" Logo & Link	Logo & Link	Logo <sup>®</sup>	Name	
A Company/Product Specific Email to Area Database	✓	✓			
Option to Speak at Walk Kick-off	✓				
Included in Facebook Promotion	✓	✓	✓		

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	PRESENTING \$5,000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$500	NON PROFIT \$250
Speaking Opportunity	✓				
Printed Program at the Walk	"Presented By" Logo	Logo	Logo	Name	Name
Opportunity for Product Sampling	✓	✓	✓	✓	
Can use Walk-N-Roll logo in company materials	✓	✓	✓	✓	✓
Table at Walk, ability to display company banner/table cloth	✓	✓	✓	✓	NP only not business
T-shirt	"Presented By" Logo	Logo	Logo	Name	Name
Right of First Refusal for 2018 the Walk	✓				
Walk Wrap-up Email to the Area Database	"Presented By" Logo & Link	Logo & Link	Logo & Link	Name	
e-Newsletter to the Area Database	"Presented By" Logo & Link	Logo & Link	Logo & Link	Name	
Walk Banner	"Presented By" Logo	Logo	Logo	Logo	Logo
Inclusion in the Post Walk Press Release	"Presented By" Logo & Quote	Name	Name		
Facebook Promotion	Specific	Specific	General	General	
Twitter Promotion	Specific	Specific	General	General	

# COMMITMENT FORM for 11/18/17

## YOUR INFORMATION

DONOR/COMPANY NAME: \_\_\_\_\_  
(as you prefer to be listed)

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

COMPANY WEBSITE: \_\_\_\_\_

My company would ALSO like to walk as a team at the event! Send me team information!  
\*Set up time & info will follow receipt of commitment form.

## SPONSORSHIP LEVEL

Presenting \$5,000

Platinum \$2,500

Gold \$1,000

Silver \$ 500

Non-Profit Exhibitor \$250  
OR Business Logo Only (Limited)

In-Kind Donation: \_\_\_\_\_ (value)

Description of In-Kind: \_\_\_\_\_



Printing deadlines vary. Sponsors will be recognized & acknowledged accordingly.

Please send this form & payment to:  
Spina Bifida Association of Arizona  
c/o Walk-N-Roll for SBAAZ  
1001 E Fairmount Ave  
Phoenix, AZ 85014

Contact: Sharri Runnels, Executive Director  
Phone: 602.274.3323  
Email: SRunnels@sbaaz.org

## METHOD OF PAYMENT

Check/Money Order Payable to Spina Bifida Association of Arizona (SBAAZ)

Visa      Mastercard      AMEX      Discover

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ Code: \_\_\_\_\_

Signature: \_\_\_\_\_