**2020 SPONSORSHIP OPPORTUNITIES**

Traverse City - April 18<sup>th</sup>  •  Lansing - May 16<sup>th</sup>  •  Midland - June 6<sup>th</sup>

Metro Detroit - June 27<sup>th</sup>  •  Grand Rapids - July 18<sup>th</sup>

**Why partner with us?** We want to suit the needs of your company as you consider partnering with the Epilepsy Foundation of Michigan. The Stroll for Epilepsy™ is an inspirational walk with a very loyal following. The Stroll will bring together approximately 3,000 people, all of whom have a connection to epilepsy. Please join us and let us promote you as one of our generous partners! If you have any questions, or would like to discuss a sponsorship tailored just for you, please don't hesitate to contact Andrea Schotthoefer at (800) 377-6226 ext. 1231 or aschott@epilepsymichigan.org.

<table>
<thead>
<tr>
<th>Commitment</th>
<th>Sponsorship Name</th>
<th>What Your Company Receives:</th>
<th># of Locations</th>
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| $1,000     | Spirit Partner         | This sponsorship level will allow your company to benefit from the thousands of people that our Stroll for Epilepsy™ will touch. This opportunity includes the following at a Stroll location of your choice:  
  • Company Logo placement on our Stroll T-shirt (awarded at all locations)*  
  • Company Logo placement on Stroll path/signage at the event  
  • Company name on Stroll website  
  • Verbal mention during Closing Ceremony  
  • Mention, with your company’s link, on the Epilepsy Foundation of Michigan’s Facebook page  
  • 2 Admissions to the Stroll, if desired                                                                                                                                                                                                                      | One           |
| $2,000     | Healthy Living Partner | This opportunity will showcase your organization as a partner for our **warm-up session & healthy snacks** provided at a Stroll location of your choice. This opportunity includes:  
  • **ALL ITEMS** listed under **SPIRIT PARTNER**, and  
  • Verbal mention during warm-up session in Opening Ceremony  
  • Company Logo displayed on the food tables highlighting the healthy food options brought to participants by your company  
  • Display Booth and 2 Admissions to the Stroll, if desired                                                                                                                                                                                                     | One           |
| $3,000     | Finish Line Partner    | This opportunity will showcase your organization as a partner for our **exciting finish line** at a Stroll location of your choice. This opportunity includes:  
  • **ALL ITEMS** listed under **SPIRIT PARTNER**  
  • Verbal mention during Closing Ceremonies  
  • Company Logo displayed on finish line feather flag  
  • Company Logo displayed on signage identifying your support of our Large Team Showcase  
  • The Large Team Showcase displays our Large Team signs (teams consisting of a minimum of 25 members receive a special sign featuring their Team Name).  
  • Display Booth and 2 Admissions to the Stroll, if desired                                                                                                                                                                                                     | One           |
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<th>Sponsorship Level</th>
<th>Sponsorship Description</th>
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| $7,000 Motivation Sponsor | This opportunity will showcase your organization as the one that helped to **motivate** our Strollers. This opportunity includes the following at all **FIVE** locations:  
- **ALL ITEMS** listed under **SPIRIT PARTNER**  
  - With additional Instagram mention, and  
  - Company Logo with hotlink included on Stroll website  
  - Company Name featured on Social Media Photo-Frame prop*  
    - Photos using the photo-frame are posted on social media, Foundation website, and other publications throughout the year  
- Verbal mentions during Opening and Closing Ceremonies at **ALL FIVE** Stroll locations  
- Display Booth and 4 Admissions to each Stroll, if desired | Five |
| $10,000 Mission Sponsor | This opportunity will showcase your organization as the **premier supporter of the Foundation’s mission** at all **FIVE** locations. This sponsorship will showcase your organization in the following ways:  
- **ALL ITEMS** listed under **SPIRIT PARTNER** with your company logo featured on the **TOP** of the back of the t-shirt and indicated as the “Mission Sponsor” (all other sponsor logos featured on the lower portion of the shirt),  
  - With additional Instagram & Twitter mention, and  
- Company Logo with hotlink included on Stroll website  
- Company Spotlight in an email sent to over 10,000 people  
  - This would be an email spotlighting your company as a proud sponsor of our Stroll for Epilepsy™  
- Feather Flags that display your logo and “Mission Sponsor”  
- Verbal mentions during Opening and Closing Ceremonies at **ALL FIVE** Stroll locations  
- Display Booth and 4 Admissions to each Stroll, if desired | Five |
| $15,000 Leadership Sponsor | This opportunity will showcase your organization as the **leader in the fight to end epilepsy** at all **FIVE** Stroll for Epilepsy™ locations. This sponsorship will showcase your organization in the following ways:  
- **ALL ITEMS** listed under **SPIRIT PARTNER** with your company logo featured on the **FRONT** of the t-shirt and indicated as the “Leadership Sponsor” (all other sponsor logos featured on the back of t-shirt),  
  - With additional Instagram & Twitter mention, and  
- Company Logo with hotlink included on Stroll website  
- Company Spotlight in an email sent to over 10,000 people  
  - This would be an email spotlighting your company as a proud sponsor of our Stroll for Epilepsy™  
- Feather Flags that prominently display your company logo and “Leadership Sponsor”  
- Company Logo featured on all event trophies  
- Company Representative to help present awards with photo op at each Stroll location, if desired  
- Multiple verbal mentions throughout Opening and Closing Ceremonies at **ALL FIVE** locations  
- Display Booth and 6 Admissions to each Stroll, if desired | Five |

*In order to take advantage of any value added that requires print material, Sponsorship Agreement and logos must be submitted before the print deadline.*
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<th>Financial Commitment</th>
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<td>Leadership Sponsor</td>
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<tr>
<td>$15,000</td>
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<td>Motivation Sponsor</td>
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COMPANY INFORMATION

Company Name:
(As it should appear in print material)

Contact Name:

Full Address:

(City)  (State)  (Zip code)

Email:

Phone Number:

Signature  X

☐ My company is interested in providing volunteers at the Stroll for Epilepsy™. Please contact me to discuss.

PAYMENT INFORMATION

☐ Check payable to the Epilepsy Foundation of Michigan is enclosed.

☐ Please send me an Invoice.

☐ I wish to pay with Credit Card and have completed the Credit Card Authorization Portion (found below).

CREDIT CARD AUTHORIZATION FORM

Name on Card:

Billing Address:

(City)  (State)  (Zip code)

Credit Card Type:  ☐ Visa  ☐ MasterCard  ☐ American Express

Credit Card Number:

Amount to Charge:  $

Expiration Date:

I hereby authorize for this credit card to be charged for the above listed amount.

Signature  X

PLEASE RETURN THIS FORM TO
Epilepsy Foundation of Michigan
Attn: Andrea Schotthoefer, 25200 Telegraph Rd, Suite 110, Southfield, MI 48033
(800) 377-6226 ext. 1231 • F: 248-351-2101 • aschott@epilepsymichigan.org

PLEASE CONTACT US!
It is always our preference to speak to you directly about these opportunities and determine what would be the best fit for your organization. We are also open to any creative ideas that you might have! Andrea Schotthoefer, Development Direct
aschott@epilepsymichigan.org • (800) 377-6226, ext. 1231