



## 2017 SPONSORSHIP OVERVIEW

Midland - May 20<sup>th</sup> • Kalamazoo - June 3<sup>rd</sup> • Lansing - June 10<sup>th</sup> • Metro Detroit - June 24<sup>th</sup> • Grand Rapids - July 15<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 Summer Stroll for Epilepsy™ is an inspirational morning walk with a very loyal following. The Stroll will bring together over 2,500 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](mailto:aschott@epilepsymichigan.org).

Commitment	Sponsorship Name	What your company receives:	# of Locations
\$1,000	<b>Spirit Partner</b>	<p>This sponsorship level will allow your company to benefit from the thousands of people that our Summer Stroll for Epilepsy™ will touch. This opportunity includes:</p> <ul style="list-style-type: none"> <li>• Company Logo placement on our Summer Stroll for Epilepsy™ T-shirt (awarded at all locations)*</li> <li>• Company Logo placement on the Stroll path</li> <li>• Company Logo on Stroll website</li> <li>• Verbal mention by the Grand Marshal</li> <li>• Mention, with your company's link, on the Epilepsy Foundation of Michigan's Facebook page</li> </ul>	One
\$2,000	<b>Healthy Living Partner</b>	<p>This opportunity will showcase your organization as a partner for our <b>warm-up/work-out session and healthy breakfast</b> provided at a Stroll location of your choice. Your partnership will help to provide the warm-up session and energy-filled breakfast snacks. This opportunity includes:</p> <ul style="list-style-type: none"> <li>• All items listed under <i>SPIRIT PARTNER</i>, and</li> <li>• Multiple verbal mentions by Grand Marshal during work-out session</li> <li>• Company Logo displayed on the food tables highlighting the healthy food options brought to participants by your company</li> <li>• Display Booth and 2 Admissions to Stroll, if desired</li> </ul>	One
\$3,000	<b>Finish Line Partner</b>	<p>This opportunity will showcase your organization as a partner for our <b>inspirational finish line</b> at a Stroll location of your choice. Your organization will allow us to create an incredible atmosphere at the finish line for all participants and volunteers. This opportunity includes:</p> <ul style="list-style-type: none"> <li>• All items listed under <i>SPIRIT PARTNER</i>, and</li> <li>• Company Logo displayed on finish line banner tape and all finish line signage*</li> <li>• Company Name featured on Social Media Photo-Frame props at the finish line*</li> <li>• Multiple verbal mentions by Grand Marshal throughout Opening and Closing Ceremonies</li> <li>• Display Booth and 2 Admissions to Stroll, if desired</li> </ul>	One

<p>\$7,000</p>	<p><b>Motivation Sponsor</b></p>	<p>This opportunity will showcase your organization as the one that helped to <b>motivate and empower</b> our Strollers. This sponsorship will provide our registrants with some of the key tools used when encouraging them to overcome epilepsy's challenges and increase funding for the Foundation. This opportunity includes the following at all five locations:</p> <ul style="list-style-type: none"> <li>• All items listed under <i>SPIRIT PARTNER</i>, and</li> <li>• Company Logo featured on our interactive signs given to each Stroller.* These signs are integrated into the speaking remarks</li> <li>• Company Logo used on all motivational signage throughout the path and event area</li> <li>• Multiple verbal mentions by Grand Marshal throughout Opening and Closing Ceremonies at all five Stroll locations</li> <li>• Display Booth and 2 Admissions to Stroll, if desired</li> </ul>	<p>Five</p>
<p>\$10,000</p>	<p><b>Mission Sponsor</b></p>	<p>This opportunity will showcase your organization as the <b>premier supporter of the Foundation's mission</b> at all five of the Summer Stroll locations. This sponsorship will showcase your organization in the following ways:</p> <ul style="list-style-type: none"> <li>• All items listed under <i>SPIRIT PARTNER</i> 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), and</li> <li>• Feather Flags that prominently display your company logo and "Mission Sponsor"</li> <li>• Multiple verbal mentions by Grand Marshal throughout Opening and Closing Ceremonies at all five Stroll locations</li> <li>• Display Booth and 2 Admissions to Stroll, if desired</li> </ul>	<p>Five</p>
<p>\$15,000</p>	<p><b>Leadership Sponsor</b></p>	<p>This opportunity will showcase your organization as the <b>leader in the fight to overcome epilepsy</b> at all five of the Summer Stroll locations. This sponsorship will showcase your organization in the following ways:</p> <ul style="list-style-type: none"> <li>• All items listed under <i>SPIRIT PARTNER</i> with your company logo featured on the front of the shirt and indicated as the "Leadership Sponsor" (all other sponsor logos featured on the back of shirt), and</li> <li>• Feather Flags that prominently display your company logo and "Leadership Sponsor"</li> <li>• Company Logo featured on all event trophies</li> <li>• Company Representative to help present the awards at each location, if desired</li> <li>• Multiple verbal mentions by Grand Marshal throughout Opening and Closing Ceremonies at all five Stroll locations</li> <li>• Display Booth and 2 Admissions to Stroll, if desired</li> </ul>	<p>Five</p>

\*In order to take advantage of any value added that requires print material, Sponsorship Agreement and logos must be submitted before the print deadline of April 21<sup>st</sup>.

# SPONSORSHIP AGREEMENT

	Financial Commitment	Sponsorship Name	Location
<input type="checkbox"/>	\$15,000	Leadership Sponsor	All Five Locations included
<input type="checkbox"/>	\$10,000	Mission Sponsor	All Five Locations included
<input type="checkbox"/>	\$7,000	Motivation Sponsor	All Five Locations included
<input type="checkbox"/>	\$3,000	Finish Line Partner	<input type="checkbox"/> Midland <input type="checkbox"/> Kalamazoo County <input type="checkbox"/> Lansing <input type="checkbox"/> Metro Detroit <input type="checkbox"/> Grand Rapids
<input type="checkbox"/>	\$2,000	Healthy Living Partner	<input type="checkbox"/> Midland <input type="checkbox"/> Kalamazoo County <input type="checkbox"/> Lansing <input type="checkbox"/> Metro Detroit <input type="checkbox"/> Grand Rapids
<input type="checkbox"/>	\$1,000	Spirit Partner	<input type="checkbox"/> Midland <input type="checkbox"/> Kalamazoo County <input type="checkbox"/> Lansing <input type="checkbox"/> Metro Detroit <input type="checkbox"/> Grand Rapids

## COMPANY INFORMATION

**Company:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Full Address:** \_\_\_\_\_

\_\_\_\_\_  
 (City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip code) \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Signature** |  \_\_\_\_\_

## 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.

# 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](mailto: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 organization. We are also open to any creative ideas that you might have! Andrea Schotthoefer, Development Manager [aschott@epilepsymichigan.org](mailto:aschott@epilepsymichigan.org) • (800) 377-6226, ext. 1231