

NATIONAL SPONSORSHIP

Opportunities for Fall 2015 - Spring 2016



Each year, approximately **10,000 individuals**, in cities across the country, raise awareness and funds for prevention, education, research, and access to treatment by supporting the *Walk from Obesity*.

National Sponsors of the Walk gain invaluable exposure within the obesity community, in addition to media outlets and the public. This is a perfect opportunity to get involved in a truly worthy cause by becoming a *Walk from Obesity* National Sponsor.

Recognition and Promotions

As a National Sponsor, your organization will be recognized as a key leader in the fight against obesity. Our National Sponsors enjoy immense exposure within the *Walk from Obesity* campaign.

National Sponsors are recognized on:

- Official Walk T-shirts
- Official Walk Banners
- Official *Walk from Obesity* Website(s)
- See page three for more sponsorship opportunities

3 Great Reasons to Become a Sponsor

VISIBILITY

National Sponsors will receive invaluable exposure at all individual events, as well as at a national level through promotion of the Walk campaign.

ADVOCATE

Your financial support helps to ensure a larger number of events, while supporting the mission of the ASMBS Foundation.

AWARENESS

The Walk is the only event of its kind that brings together those affected by obesity to spread one powerful message.



2013 Official *Walk from Obesity* T-shirt



2012 Official *Walk from Obesity* Banner

About the *Walk from Obesity*



As the largest gathering of individuals affected by obesity, the *Walk from Obesity* is a powerful public awareness event. National Sponsors, and those who support the walkers, are an integral part in raising awareness.

Participants. The individuals themselves send the most powerful message of the need for expanded efforts in prevention, education, advocacy and research. Most participants of the *Walk from Obesity* include individuals:

- That have successfully battled obesity
- Who are interested in learning about weight-loss options and treatments
- Who are healthcare professionals dedicated to treating obesity
- Who recognize obesity has become an epidemic, and want make a change
- And many more!

Location. The Walk takes place in various cities across the U.S., in either the Spring or Fall. Most Walks take place on the same date; however, some dates vary by city. All Walks are volunteer-run, and each event location is determined based upon response/demand from local volunteers.

Publicity. The Walk gains national media exposure through various outlets such as print, radio and, Internet. National Sponsors are included in all media outreach. In addition, National Sponsors are able to proudly promote their participation and support of the event throughout their target audiences.

Funds. The *Walk from Obesity* is not only an awareness-building event, but it also raises funds toward furthering prevention, education, research and advocacy efforts.

Raising funds for the *Walk from Obesity* is a collective effort. Walkers bring in their own income as participants in the Walk. Many seek pledges by asking family members, friends and co-workers to support them in the Walk.

A large portion of funds are raised through National Sponsorships. Other means include matching gifts and local corporate contributions.

The funds raised from the Walk support the American Society for Metabolic and Bariatric Surgery (ASMBS) Foundation a 501(c)(3) organization.

2015 Goals

50+ Walks Across the Country

10K+ Walkers

15K+ Individual Donors

500+ Corporate Walk Teams

National Sponsors, like **YOU**, that want to make a difference

Raise **\$500,000+** for obesity prevention, education, research, and access to treatment



2011 Walk from Obesity



2014 Walk from Obesity

2015/2016 Sponsorship Levels and Benefits



We encourage you to take advantage of this unique opportunity by becoming a National Sponsor of the *Walk from Obesity*. Walk Sponsors enjoy tremendous exposure through many outlets. If you have a sponsorship idea that is not listed, please contact us and we will be happy to work with you to create a customized sponsorship package.

	Gold \$50,000	Silver \$30,000	Bronze \$15,000
Logo on Fundraiser Incentive Prizes <i>(please contact us for more details)</i>	✓		
Local Site Fee Waived for 3 Walks of Your Choice <i>(Total of \$3,000 value)</i>	✓		
Product Advertising in <i>Walk from Obesity</i> Bi-Monthly Electronic Newsletters <i>(14k Subscribers)</i>	Six	Two	
Promo Code for FREE Walk Registrations <i>(code will match company name)</i>	100 <i>(\$2,000 Value)</i>	50 <i>(\$650 Value)</i>	15 <i>(\$375 Value)</i>
Walk Participants Contact Information <i>(Only includes those that opt-in)</i>	✓	✓	✓
Prominent Exhibit Table at Each Event	✓	✓	✓
Recognition on <i>Walk from Obesity</i> Marketing Materials	as " Gold Sponsor"	as " Silver Sponsor"	as " Bronze Sponsor"
Company/or Product Logo on Annual Walk Banner <i>(Displayed at every Walk)</i>	as " Gold Sponsor"	as " Silver Sponsor"	as " Bronze Sponsor"
Company or Product Logo on Annual Walk T-shirt <i>(Provided to every walker)</i>	as " Gold Sponsor"	as " Silver Sponsor"	as " Bronze Sponsor"
Recognition on Walk Website	as " Gold Sponsor"	as " Silver Sponsor"	as " Bronze Sponsor"
Recognition as a National Walk Sponsor at all ASMBS Foundation Exhibits	as " Gold Sponsor"	as " Silver Sponsor"	as " Bronze Sponsor"
Listing as National Sponsor in <i>Walk from Obesity</i> Electronic Newsletter <i>(14K Subscribers)</i>	as " Gold Sponsor"	as " Silver Sponsor"	as " Bronze Sponsor"
Recognition on <i>Walk from Obesity</i> Social Media	as " Gold Sponsor"	as " Silver Sponsor"	as " Bronze Sponsor"

Please note: full amount listed must be paid in order for all benefits to be provided. We will be happy to customize benefits for sponsorships outside of these listed levels.

2015/2016 *Walk from Obesity*

National Sponsorship Payment Form

If you are interested in becoming a 2015/2016 National Sponsor of the ASMBS Foundation's *Walk from Obesity*, please complete this form and fax to **352.331.4975** or mail to **ASMBS Foundation, Attn: Leslie Galloway, 100 SW 75th Street, Suite 201, Gainesville, FL 32607.**

Deadline for 2015/2016 National Sponsorship is July 1, 2015.

Sponsorship Level:

Please Select Sponsorship Level

- Gold** - \$50,000
 Silver - \$30,000
 Bronze - \$15,000

Contact Information:

Company/Institution

Contact Person (Please print)

Position/Title

Street Address

City

State

Zip

Country

Telephone

Fax

Email

Payment Information:

Please note: preferred payment is via check, however, online payment options are available.

Check must be made payable to **The American Society for Metabolic and Bariatric Surgery Foundation**

Check American Express Visa MasterCard

Card Number

Expiration Date

Print Cardholders Name

Signature

Date

Billing Address (If different from mailing address)

Thank you for your support. Once your form is received, we will contact you for the information needed for accurate representation to maximize your benefits.

For questions or additional information please contact Leslie Galloway at leslie@asmbsfoundation.org

Tax ID#: 59-3520006