



NATIONAL SPONSORSHIP Opportunities for 2016



Dear Potential National Sponsor,

On behalf of the ASMBS Foundation Board of Directors, I would like to invite your organization to participate in the 2016 *Walk from Obesity* events. The Foundation's *Walk from Obesity* is the largest national walkathon of its kind. Reaching approximately 10,000 individuals each year, the Walk aims to raise awareness of obesity, and other related diseases.

The *Walk from Obesity* is not only an awareness campaign, but also a large fundraiser for the Foundation. Funds are raised collectively through donations and pledges from Walk participants, matching gifts, local organizations, and most importantly National Sponsors. Through this support, the Foundation is able to finance annual research grants, numerous educational programs, and dozens of annual awareness campaigns.

As a National Sponsor, your support will allow the Foundation to bring this exclusive event to bariatric programs and hospitals across the country. Your support will also allow us to provide additional educational resources and materials regarding obesity and treatment options available to communities in need.

National Sponsors gain invaluable exposure not only on a national level, but at a local level as well. National Sponsors are recognized at each *Walk from Obesity* event, and given the option to exhibit. Becoming a National Sponsor is the perfect opportunity to get involved in the obesity community, and help bring attention to this rising epidemic.

If you have any questions regarding sponsorship, please do not hesitate to contact the ASMBS Foundation office at 352-332-9100 or info@asmbsfoundation.org.

I look forward to having your support in 2016!

Sincerely,

Marina Kurian, MD
President, ASMBS Foundation

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.

National Sponsors are given the opportunity to provide participants with information about products and services that may improve their health and well-being, which otherwise they may have never heard about.

EDUCATE

Educational materials and resources regarding weight-loss treatment options, and pre and post operative care are provided at all events.

Educational information is provided by the Foundation, National Sponsors, and the facilitating bariatric programs.

Join us in the fight against obesity, become a *Walk from Obesity* National Sponsor today!



ASMBS Foundation
100 SW 75th Street, Suite 201, Gainesville, FL 32607
Tel: 866-471-2727 | Fax: 352-331-4975
info@asmbsfoundation.org | www.asmbsfoundation.org

www.WalkfromObesity.com

The mission of the Walk from Obesity is to raise awareness of the impact of the disease of obesity, and the need for expanded efforts to end the rising epidemic.

Our Walkers Send a Powerful Message

Participants of the Walk from Obesity include:



Individuals

who continue to treat obesity, and those who are interested in learning about weight-loss treatments options



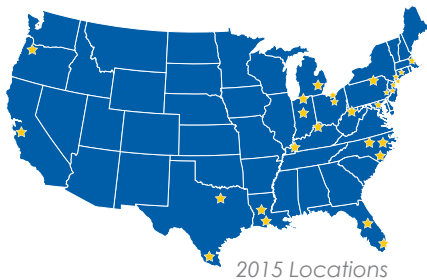
Healthcare Professionals

dedicated to the treatment, prevention and education of the disease of obesity, and other related diseases



Community Members

that recognize obesity has become an epidemic, and want to make a difference in their community



Location, Location, Location!

Walk from Obesity events take place in various cities across the country. Each event location is determined based upon response/demand from local volunteers. Many locations host a Walk annually due to continued success and high demand.

Publicity & Recognition

National Sponsors are recognized on the following national marketing materials. See page three for more sponsorship opportunities.



National Walk T-shirt



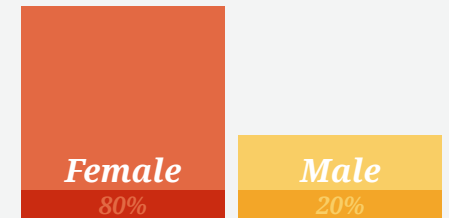
National Walk Banner



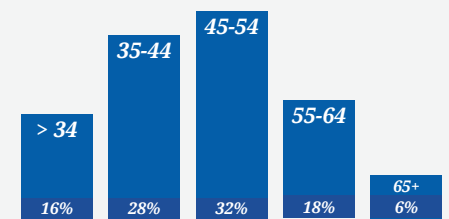
Official Walk Website

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.

2015 Statistics



80% of Walk from Obesity constituents are female



32% of Walkers are between the ages of 45 and 54

Recently Funded Initiatives

- 2 Scientific Research Grants** focused on bariatric surgical procedures, and improvement of post-surgical outcomes.
- 1 Access to Care Grant** to improve the access to quality care and treatment for Americans with obesity.

2015 National Sponsors



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		
NEW Listed as a "Sponsor of Early Bird Registration", which allows participants to register at a discounted rate <i>60% of registered participants used EBR</i>	✓		
Logo on Fundraising Incentive Prizes <i>Please contact us for more details</i>	✓		
		SILVER \$30,000	
Local Site Fee Waived for Event Location of Your Choice	Five Locations <i>(\$5,000 value)</i>	Two Locations <i>(\$2,000 value)</i>	
Product Advertising in Walk from Obesity Bi-Monthly Electronic Newsletters <i>\$500 value for each ad</i>	Six <i>(\$3,000 Value)</i>	Two <i>(\$1,000 Value)</i>	
Walk Participant's Contact Information <i>Only includes those that opt-in</i>	✓	✓	Bronze \$15,000
Prominent Exhibit Table at Each Event <i>Free entry for exhibit representatives</i>	✓	✓	✓
NEW Recognition on Event Email Notifications & Reminders <i>Approximately 20,000 per year</i>	as "Gold Sponsor"	as "Silver Sponsor"	as "Bronze Sponsor"
Recognition on Walk from Obesity National Marketing Materials	as "Gold Sponsor"	as "Silver Sponsor"	as "Bronze Sponsor"
Company/Product Logo on Walk Banner <i>Displayed at every Walk</i>	as "Gold Sponsor"	as "Silver Sponsor"	as "Bronze Sponsor"
Company/Product Logo on Walk T-shirt <i>Provided to every walker</i>	as "Gold Sponsor"	as "Silver Sponsor"	as "Bronze Sponsor"
Recognition on Walk Websites and Each Event Page (NEW with hyperlink)	as "Gold Sponsor"	as "Silver Sponsor"	as "Bronze Sponsor"
Recognition at ASMBS Foundation's Walk from Obesity Exhibits	as "Gold Sponsor"	as "Silver Sponsor"	as "Bronze Sponsor"
Listing as National Sponsor in Walk from Obesity Electronic Newsletter <i>Approximately 14K Subscribers</i>	as "Gold Sponsor"	as "Silver Sponsor"	as "Bronze Sponsor"
Recognition on Walk from Obesity Social Media Accounts	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.



2016 National Sponsorship Payment Form

If you are interested in becoming a 2016 National Sponsor of the ASMBS Foundation's *Walk from Obesity*, please complete this form and fax to **352-331-4975**, email to **leslie@asmbsfoundation.org**, or mail to **ASMBS Foundation, Attn: Leslie Galloway, 100 SW 75th Street, Suite 201, Gainesville, FL 32607**.

Deadline for 2016 National Sponsorship is February 22, 2016.

Sponsorship Level:

Please Select Sponsorship Level

Gold (\$50,000) Silver (\$30,000) Bronze (\$15,000)

Acknowledgement:

- I acknowledge that ASMBS Foundation, or its *Walk from Obesity* campaign, does not endorse or recommend any commercial products, processes or services.
- I acknowledge that Sponsors exhibiting at any *Walk from Obesity* event are welcome to give away items, but nothing is to be sold.

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



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