

## LOCAL SPONSORSHIP

### Opportunities for 2016



#### EVENT DETAILS:

University Medical Center of Princeton  
1 Plainsboro Road, Plainsboro, NJ 08536  
Date: Sunday, May 22, 2016  
Time: 8:30am - 11:30 am | Sponsor Check-in: 8:00 am

Event Contact:  
Debbie Millar  
dmillar@princetonhcs.org  
609-897-8982

#### LOGO SUBMISSION & DEADLINES:

T-shirt Printing (\$750+ Sponsors): Payment must be received by 5/2/2016. Logo must be one-color (all black) vector files (.ai or .eps)

Online Registration Page (\$500+ Sponsors): Payment must be submitted by 5/16/2016.

Email all logos to [info@asmbsfoundation.org](mailto:info@asmbsfoundation.org). Please include the event name in the email when submitting logos.

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

The *Walk from Obesity* provides sponsors invaluable exposure to those affected by obesity, in addition to local media and the public. This is the perfect opportunity to get involved in a truly worthy cause by becoming a Local Sponsor of the *Walk from Obesity*.

#### About the *Walk from Obesity*

The Walk takes place in various cities across the U.S., in either the Spring or Fall. All Walks are volunteer-run, and each event location is determined based upon response/demand from local volunteers.

The Walk gains national and local media exposure through various outlets such as print, radio, and internet. The funds raised from the Walk support the American Society for Metabolic and Bariatric Surgery (ASMBS) Foundation, a 501(c)(3) organization.



## 3 Great Reasons to Become a Sponsor

#### VISIBILITY

Local Sponsors will receive exposure in the community that they serve. Through promotion leading up to the Walk to the day of the event, your company will be spotlighted as a supporter of this important event.

#### ADVOCATE

Your financial support also benefits at a national level by supporting the work of the ASMBS Foundation through research, education, and access to treatment.

#### AWARENESS

Raising awareness about obesity and treatment options is important to ending the obesity epidemic. The Walk is the only event of its kind that brings those affected by obesity and other related diseases together to send one powerful message.

**As the largest gathering of individuals affected by obesity,** the *Walk from Obesity* is a powerful public awareness event. Local Sponsors, Presenting Sponsors, and Walk Participants are all an integral part in raising awareness about obesity, and obesity treatments within their very own community.

The *Walk from Obesity* brings together individuals directly impacted by obesity with companies that are committed to making a difference.

**Presenting Sponsors.** Together the Presenting Sponsor and the ASMBS Foundation will bring this important event to your community. Countless hours and lots of hard work from local volunteers will help to present this educational and awareness event, while raising funds for obesity research, education, prevention, and treatment.



Back of T-shirt Example

**LOCAL SPONSORS.** Companies like yours that support the *Walk from Obesity* can make a huge difference in this event's overall success. By becoming a Local Sponsor of this event, you will help to cover local event expenses, as well as support the work and mission of the ASMBS Foundation at a national level. Also, as a paid local sponsor you will have the opportunity to provide information about the products and services from your company that will benefit individuals affected by obesity that want to learn about weight loss and treatment

options that are available in their community. This information is not only beneficial to your community, but is also beneficial to your business.

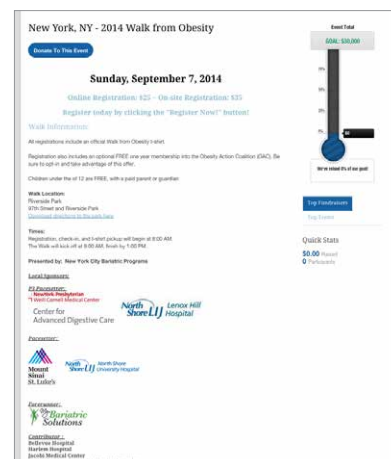
We also invite your company to not only become a Local Sponsor, but to also participate by starting a corporate team. Many levels of sponsorship offer promo-codes that will allow you to invite others to register at no charge by using your customized company promo-code.

**Walk Participants and Individual Donors.** The individuals themselves send a powerful message of the need for expanded efforts in prevention, education, research and access to treatment. The Walk is a fun-filled event for individuals, families or groups.

#### Participants include:

- Individuals that struggle with body weight and/or weight loss
- Those who have successfully overcome obesity or continue to battle obesity
- Healthcare professionals
- Those that live or want to live a healthier/active lifestyle
- Family members and friends of those affected by obesity

Individuals that support the participants with a donation or financial pledge are also an integral part in this inspiring event.



Event Registration Page Example

## 2016 Sponsorship *Levels and Benefits*

We encourage you to take advantage of this unique opportunity by becoming a Local 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.

	<b>DIAMOND</b> \$5,000	<b>PLATINUM</b> \$2,500	<b>GOLD</b>   \$1,000	<b>SILVER</b>   \$750	<b>BRONZE</b>   \$500
Use of <i>Walk from Obesity</i> logo on Company Marketing Materials for the Event (per approval)	✓	✓			
Company Recognized on Official Walk t-shirt	<b>Logo</b> (one color) Premier Position	<b>Logo</b> (one color) Prominent Position	<b>Logo</b> (one color) Lower Level Position	<b>Company Name</b> Printed (no logo)	
Promo Code for FREE Online Walk Participant Registrations (company name specific)	<b>50 uses</b> (\$1,250 value)	<b>25 uses</b> (\$625 value)	<b>10 uses</b> (\$250 value)	<b>5 uses</b> (\$125 value)	
Walk Awards (provided post event)	<b>Large Local</b> Sponsor Plaque	<b>Small Local</b> Sponsor Plaque	<b>Small Local</b> Sponsor Plaque	<b>Small Local</b> Sponsor Plaque	<b>Small Local</b> Sponsor Plaque
Company Recognized on Online Registration Page	<b>Logo</b> displayed as "Diamond" Local Sponsor	<b>Logo</b> displayed as "Platinum" Local Sponsor	<b>Logo</b> displayed as "Gold" Local Sponsor	<b>Company name</b> listed (no logo) as "Silver" Local Sponsor	<b>Company name</b> listed (no logo) as "Bronze" Local Sponsor
One Skirted 6-Foot Table and Two Chairs (vendor space)	2 tables will be provided upon request	✓	✓	✓	✓
Special Mention at the Event by the MC	✓	✓	✓	✓	✓

### OTHER LEVELS OF SUPPORT:

#### VENDOR (BOOTH RENTAL) | \$300

Includes (1) six foot table and two chairs provided at the event, special mention by the MC.

#### PRODUCT DISTRIBUTION | \$150

Distribution of marketing materials and/or product samples to participants. *Please note: items may be placed in bags or displayed on a table. Contact the local event leader for details.*

#### NON-PROFIT BOOTH | NO FEE

Available to IRS registered 501c3 non-profits ONLY, in exchange for publicizing the Walk. Must provide proof of 501c3 status; Includes (1) six foot table and two chairs provided at the event, special mention by the MC.

## TWO WAYS TO PAY

### CREDIT CARD

To pay by credit card **AND** submit your Sponsorship Agreement Form online, please visit [www.walkfromobesity.com/localsponsor](http://www.walkfromobesity.com/localsponsor)

### CHECK

Mail your check to the ASMBS Foundation at the address bellow, **THEN** submit your Sponsorship Agreement Form online at [www.walkfromobesity.com/localsponsor](http://www.walkfromobesity.com/localsponsor)