



**Strides
for
Change**
MADD®

Keeping our Children and Communities Safe

WALK LIKE MADD

**March 29th, 2008 (Raleigh)
May 24th, 2008 (Charlotte)**



Strides for Change

Keeping our Children and Communities Safe

Benefits of Supporting MADD	3
Presenting Sponsor	4
Corporate Champion Sponsor	5
Hospitality Area Sponsor	6
Health and Safety Fair Sponsor	7
Corporate Advocate Sponsor	8
Kid's Zone Sponsor	9
Enhancement Sponsor:	10
Pet Area Sponsor	11
Volunteer Area Sponsor	12
Designated Driver Sponsor:	13
Entertainment Sponsor	14
Checkpoint Station Sponsor	15
Kilometer Sponsor	16
MADD Milestone Sponsor	17
Sponsorship Agreement	18



Benefits of Supporting MADD

Increase brand loyalty:

- 78% of the total adult population has heard of MADD and nearly everyone recognizes that the organization's main goals are to stop drunk driving, prevent underage drinking and offer support and help to victims.
- 55% of people view MADD as very favorable. They consider MADD a good cause and agree with MADD's mission to stop drunk driving and make people aware of drunk driving.
- 62% feel that MADD has been effective in reducing drunk driving.

Enhance Image:

- 48% of people say they have a higher opinion of companies who sponsor MADD.
- 36% of people say they are more interested in products and services of a company that contributes to MADD.

Who participates with MADD?

The demographic attracted to MADD is the same demographic you want to become your customers and/or clients;

- MADD attracts a large percentage of women (76%),
- 78% have some college education and their typical household income is \$62,000.
- The typical household income of the general population is \$42,000.

Strides for Change participants are not only mothers. They are fathers, daughters, sons, families and neighbors who are raising money so MADD can continue to keep our children and communities safe.

*All of the above statistics are from a Consumer/Donor study by RoperASW

Presenting Sponsor -- \$15,000 One (1) Opportunity

Strides for Change will feature one local Presenting Sponsor who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Logo to be prominently placed on all walker brochures
- Logo to be prominently placed on all *Strides for Change* posters
- Company logo prominently placed on flyer in walker goodie bags
- Company prominently featured in each issue of the *Strides for Change* newsletter
- Company prominently identified on *Strides for Change* & local MADD website
- Company will be mentioned as the local presenting sponsor in all local media and press releases
- Logo to be placed prominently on *Strides for Change* t-shirts

Day of Event Opportunities and Benefits

- Company logo prominently placed on day of event guide
- Opportunity to have a 10 x 20 footprint in a prominent location at event site, to promote and/or distribute up to six (6) pre-approved products/services to walk participants
- Opportunity for company representative to speak on stage to walk participants
- Stage signage with company logo
- Opportunity for display of eight (8) company signs located prominently around walk site and route
- Opportunity for display of four (4) corporate banners (*signage provided by company*) at event site
- Logo will be on start/finish line banner as the local presenting sponsor
- Exclusive opportunity for admission to the Hospitality Area for eight (8) company representatives
- Provide six (6) volunteers to assist at company site
- Three (3) public announcements by emcee throughout day of event activities

Campaign Prominence

- Recognition as Presenting Sponsor for *Strides for Change* at all local MADD functions
- Opportunity to have MADD multi-media show, F.A.C.E., hosted for employees and/or corporate V.I.P.'s with company logo recognition on movie screens at corporate offices or offsite location
- Opportunity to have MADD multi-media show presented to local school of choice
- Rights to license the use of *Strides for Change* name and logo through company's marketing and promotional campaign
- Company logo and co-branded content in MADD Chapter Newsletter
- Company name in MADD annual report (*3,000 impressions per year*)
- Opportunity for a one-time mailing of a promotional piece to the *Strides for Change* database (*company to pay all mailing costs incurred and mailing to be handled through the local MADD Office*)
- Company name and logo co-branded content with link MADD Chapter website
- Two (2) opportunities to have MADD representatives present to employees on various topics, safe holidays, mocktails, teenage parties, victim impact panels, and other safety topics; and provide company with MADD videos, literature, and brochures for employees
- Three (3) opportunities to have MADD representatives have an informational booth at company functions (*i.e. health and safety fairs*)
- Access to event film footage and photos
- MADD representatives in all local media interviews regarding *Strides for Change* will mention company, when possible
- Six (6) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon
- Company will receive first right of refusal for continuation of Presenting sponsorship

Corporate Champion Sponsor -- \$10,000 Two (2) Opportunities

Strides for Change will feature two local Corporate Champion Sponsors who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Logo to be placed on all walker brochures
- Logo to be placed on all *Strides for Change* posters
- Company logo on flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company identified on *Strides for Change* & local MADD Chapter website
- Company will be mentioned as the local Corporate Advocate Sponsor in all local media and press releases
- Company logo on *Strides for Change* t-shirts

Day of Event Opportunities and Benefits

- Opportunity to have a 10 x 10 footprint at event site, to promote and/or distribute four (4) pre-approved products/services to walk participants
- Opportunity to promote and/or distribute up to four (4) pre-approved products/services to walk participants
- Company logo on day of event guide
- Stage signage with company logo
- Company logo on start/finish banner
- Opportunity for display of two (2) company signs located around event site and route
- Opportunity for display of one (1) company banner (*signage provided by company*) at event site
- Exclusive opportunity for admission to the Hospitality Area for six (6) company representatives
- Company to provide four (4) volunteers to assist at company site
- Two (2) public announcements by emcee throughout day of event activities

Campaign Prominence

- Rights to license the use of *Strides for Change* name and logo through company's marketing and promotional campaign
- Company logo and co-branded content in MADD local newsletter
- Company name in MADD annual report (*3,000 impressions per year*)
- Opportunity to have MADD representatives present to employees on various topics; safe holidays, mocktails, teenage parties, victim impact panels and provide MADD videos, literature and brochures for employees
- Opportunity to have MADD representatives have an informational booth at two (2) company functions (*i.e. health and safety fair*) and provide company with MADD videos, literature, and brochures for employees
- Access to event film footage and photos
- Four (4) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon
- Company will receive first right of refusal for continuation of Corporate Champion sponsorship

Hospitality Area Sponsor -- \$7,500 One (1) Opportunity

Strides for Change will feature one local Hospitality Area Sponsor who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Logo to be placed on all walker brochures
- Logo to be placed on all *Strides for Change* posters
- Company logo on flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company identified on *Strides for Change* & local MADD website
- Company will be mentioned as the local Hospitality Area Sponsor in all local media and press releases
- Company logo on *Strides for Change* t-shirts

Day of Event Opportunities and Benefits

- Opportunity to have a 10 x 20 footprint for opportunity to entertain walk V.I.P.s and company executives
- Opportunity to promote and/or distribute up to four (4) pre-approved products/services to walk participants
- Company logo on day of event guide
- Stage signage with company logo
- Company logo on start/finish banner
- Opportunity for display of two (2) company signs located around event site and route
- Opportunity for display of one (1) company banner (*signage provided by company*) at event site (*Hospitality Area site*)
- Exclusive opportunity for admission to the Hospitality Area for six (6) company representatives
- Company provide four (4) volunteers to assist at Hospitality Area
- Two (2) public announcements by emcee throughout day of event activities

Campaign Prominence

- Rights to license the use of *Strides for Change* name and logo through company's marketing and promotional campaign
- Company logo and co-branded content in MADD local newsletter
- Company name in MADD annual report (*3,000 impressions per year*)
- Opportunity to have MADD representatives present to employees on various topics; safe holidays, mocktails, teenage parties, victim impact panels and provide MADD videos, literature and brochures for employees
- Opportunity to have MADD representatives have an informational booth at two (2) company functions (*i.e. health and safety fair*) and provide company with MADD videos, literature, and brochures for employees
- Access to event film footage and photos
- Four (4) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon
- Company will receive first right of refusal for continuation of Hospitality Area sponsorship

Health and Safety Fair Sponsor -- \$7,500 One (1) Opportunity

Strides for Change will feature one local Health and Safety Fair Sponsor who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Logo to be placed on all walker brochures
- Logo to be placed on all *Strides for Change* posters
- Company logo on flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company identified on *Strides for Change* & local MADD website
- Company will be mentioned as the local Health and Safety Fair Sponsor in all local media and press releases
- Company logo on *Strides for Change* t-shirts

Day of Event Opportunities and Benefits

- Opportunity to promote and/or distribute up to four (4) pre-approved products/services to walk participants
- Company logo on day of event guide
- Stage signage with company logo
- Company logo on start/finish banner
- Opportunity to support MADD in selecting vendors for Health and Safety Fair area
- Opportunity for display of two (2) company signs located around event site and route
- Opportunity to display one (1) company banner (*signage provided by company*) at event site (*Health and Safety Fair area*)
- Exclusive opportunity for admission to the Hospitality Area for six (6) company representatives
- Company provide four (4) volunteers to assist in Health & Safety Fair Area
- Two (2) public announcements by emcee throughout day of event activities

Campaign Prominence

- Rights to license the use of *Strides for Change* name and logo through company's marketing and promotional campaign
- Company logo and co-branded content in MADD local newsletter
- Company name in MADD annual report (*3,000 impressions per year*)
- Opportunity to have MADD representatives present to employees on various topics; safe holidays, mocktails, teenage parties, victim impact panels and provide MADD videos, literature and brochures for employees
- Opportunity to have MADD representatives have an informational booth at one (1) company function (*i.e. health and safety fair*) and provide company with MADD videos, literature, and brochures for employees
- Access to event film footage and photos
- Four (4) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon
- Company will receive first right of refusal for continuation of Health and Safety Fair sponsorship

Corporate Advocate Sponsor - \$5,000 Three (3) Opportunities

Strides for Change will feature three local Corporate Advocate Sponsors who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Name to be placed on all walker brochures
- Name to be placed on all *Strides for Change* posters
- Company name on flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company identified on *Strides for Change* & local MADD website
- Company will be mentioned as a Corporate Advocate sponsor in all local media and press releases
- Company logo on *Strides for Change* t-shirts

Day of Event Opportunities and Benefits

- Opportunity to have a 10 x 10 company site at event and distribute four (4) pre-approved products/services to walk participants
- Company name on day of event guide
- Stage signage with company name
- Opportunity for display of two (2) company signs located around event site and route
- Opportunity to display two (2) company banners (*signage provided by company*) at event site (*one at Company site*)
- Exclusive opportunity for admission to the Hospitality Area for four (4) company representatives
- Company provide four (4) volunteers to assist at Company site
- One (1) public announcement by emcee throughout day of event activities

Campaign Prominence

- Company logo and co-branded content in MADD local newsletter
- Company name in MADD annual report (*3,000 impressions per quarter*)
- Opportunity to have MADD representatives present to employees on various topics; safe holidays, mocktails, teenage parties, victim impact panels and provide company with MADD videos, literature and brochures for employees
- Access to event film footage and photos
- Three (3) invitations and recognition at the MADD Chapter Annual Recognition Luncheon
- Company will receive first right of refusal for continuation of Corporate Advocate sponsorship

Kid's Zone Sponsor -- \$5,000 One (1) Opportunity

Strides for Change will feature one local Kid's Zone Sponsor who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Name to be placed on all walker brochures
- Name to be placed on all *Strides for Change* posters
- Company name on flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company identified on *Strides for Change* & local MADD website
- Company will be mentioned as a Corporate Advocate Sponsor in all local media and press releases
- Company logo on *Strides for Change* t-shirts

Day of Event Opportunities and Benefits

- Opportunity to have a 10 x 10 Company site at event and distribute four (4) pre-approved products/services to walk participants
- Company name on day of event guide
- Stage signage with company name
- Opportunity for display of two (2) company signs located around event site and route
- Opportunity to display two (2) company banners (*signage provided by company*) at event site (*one at Company site*)
- Opportunity to display one (1) company banner at Kid's Zone
- Opportunity to provide pre-approved Kid Activities
- Exclusive opportunity for admission to the Hospitality Area for four (4) company representatives
- Eight (8) company volunteers assigned to assist at Kid's Zone

Campaign Prominence

- Company name and co-branded content in MADD local newsletter
- Company name in MADD annual report (*3,000 impressions per year*)
- Access to event film footage and photos
- Three (3) invitations and recognition at the MADD Chapter Annual Recognition Luncheon
- Opportunity to have MADD representatives present to employees on various topics; safe holidays, mocktails, teenage parties, victim impact panels and provide company with MADD videos, literature and brochures for employees
- Company will receive first right of refusal for continuation of Kid's Zone sponsorship

Enhancement Sponsor -- \$2,500 Five (5) Opportunities

Strides for Change will feature five local Enhancement Sponsors who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Company name on all walker brochures
- Company name on flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company name identified on *Strides for Change* & local MADD website

Day of Event Opportunities and Benefits

- Opportunity to have a 10 x 10 footprint at event site, to promote and/or distribute one (1) pre-approved product/service to walk participants
- Company recognized on day of event guide
- Opportunity for display of one (1) company sign located around event site
- Opportunity for display of one (1) company banner (*signage provided by company*) at event site
- Exclusive opportunity for admission to the Hospitality Area for two (2) company representatives
- Company will receive one (1) *Strides for Change* t-shirt

Campaign Prominence

- Company name and co-branded content with local MADD newsletter
- MADD will provide company with videos, literature and brochures for employees
- Two (2) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon

Pet Area Sponsor -- \$2,500
One (1) Opportunity

Strides for Change will feature one local Pet Area sponsor who will be aligned with MADD in keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Company name on all walker brochures
- Company name on flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company name identified on *Strides for Change* & local MADD website

Day of Event Opportunities and Benefits

- Opportunity to have a 10 x 10 footprint at event site, to promote and/or distribute one (1) pre-approved product/service to walk participants
- Company recognized on day of event guide
- Opportunity for display of one (1) company sign located around event site
- Opportunity for display of one (1) company banner (*signage provided by company*) at event site
- Exclusive opportunity for admission to the Hospitality Area for two (2) company representatives
- Company will receive one (1) *Strides for Change* t-shirt

Campaign Prominence

- Company name and co-branded content with local MADD newsletter
- MADD will provide company with videos, literature and brochures for employees
- Two (2) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon

Volunteer Sponsor -- \$2,500 One (1) Opportunity

Strides for Change will feature one local Volunteer Sponsor who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Company name on all walker brochures
- Company name on flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company name identified on *Strides for Change* & local MADD website

Day of Event Opportunities and Benefits

- Opportunity to have a 10 x 10 footprint at event site for event volunteer management
- Company recognized on day of event guide
- Opportunity for display of one (1) company sign located around event site
- Opportunity for display of one (1) company banner (*signage provided by company*) at event site
- Exclusive opportunity for admission to the Hospitality Area for two (2) company representatives
- Company will receive one (1) *Strides for Change* t-shirt

Campaign Prominence

- Company name and co-branded content with local MADD newsletter
- MADD will provide company with videos, literature and brochures for employees
- Two (2) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon

Designated Driver Sponsor -- \$1,500 Six (6) Opportunities

Strides for Change will feature six local Designated Driver Sponsors who will be aligned with the MADD Chapter to promote keeping our children and communities safer.

Pre-Event Opportunities and Benefits

- Company name on flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company name identified on *Strides for Change* & local MADD website

Day of Event Opportunities and Benefits

- Company recognized on day of event guide
- Opportunity for display of one (1) company sign located around event site
- Opportunity for display of one (1) company banner (*signage provided by company*) at event site
- Exclusive opportunity for admission to the Hospitality Area for two (2) company representatives

Campaign Prominence

- Company name and co-branded content with local MADD newsletter
- MADD will provide company with videos, literature and brochures for employees
- Two (2) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon

Entertainment Sponsor -- \$1,500 One (1) Opportunity

The Strides for Change will feature one local Entertainment Sponsor who will be aligned with the MADD Chapter to promote keeping our children and community safe.

Pre-Event Opportunities and Benefits

- Company name on all flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company name identified on *Strides for Change* & local MADD website

Day of Event Opportunities and Benefits

- Company recognized on day of event guide
- Opportunity for display of one (1) company sign located around event site
- Opportunity for display of one (1) company banner (*signage provided by company*) at event site
- Exclusive opportunity for admission to the Hospitality Area for two (2) company representatives
- Opportunity to provide pre-approved entertainment for event

Campaign Prominence

- Company name and co-branded content with local MADD newsletter
- MADD will provide company with videos, literature and brochures for employees
- Two (2) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon

Checkpoint Station Sponsor --\$1,500 Four (4) Opportunities

Strides for Change will feature four local Checkpoint Station Sponsors who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Company name on all flyer in walker goodie bags
- Company featured in each issue of the *Strides for Change* newsletter
- Company name identified on *Strides for Change* & local MADD website

Day of Event Opportunities and Benefits

- Opportunity to have a 10 x 10 footprint at checkpoint station along walk route, to promote and/or distribute one (1) pre-approved product/service to walk participants at checkpoint station
- Company recognized on day of event guide
- Opportunity for display of one (1) company sign located around event site
- Opportunity for display of one (1) company banner (*signage provided by company*) at checkpoint station
- Exclusive opportunity for admission to the Hospitality Area for two (2) company representatives
- Opportunity to provide pre-approved entertainment to walkers at checkpoint station

Campaign Prominence

- Company name and co-branded content with local MADD newsletter
- MADD will provide company with videos, literature and brochures for employees
- Two (2) invitations to and recognition at the MADD Chapter Annual Recognition Luncheon

Kilometer Sponsor -- \$1,000 Eight (8) Opportunities

Strides for Change will feature eight local Kilometer Sponsors who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Company featured in each issue of the *Strides for Change* newsletter
- Company name identified on local MADD website

Day of Event Opportunities and Benefits

- One (1) company sign located at a kilometer marker on walk route
- Opportunity for display of one (1) company banner (*signage provided by company*) at event
- Exclusive opportunity for admission to the Hospitality Area for two (2) company representatives

Campaign Prominence

- Company name and co-branded content with local MADD newsletter
- MADD will provide company with videos, literature and brochures for employees

MADD Milestone Sponsor -- \$500 Ten (10) Opportunities

Strides for Change will feature ten local MADD Milestone Sponsors who will be aligned with the MADD Chapter to promote keeping our children and communities safe.

Pre-Event Opportunities and Benefits

- Company featured in each issue of the *Strides for Change* newsletter

Day of Event Opportunities and Benefits

- Opportunity to display one (1) company banner (*signage provided by company*) to be placed on event rock
- Company name on MADD Milestone along walk route
- Exclusive opportunity for admission to the Hospitality Area for two (2) company representatives

Campaign Prominence

- MADD will provide company with videos, literature and brochures for employees

✓	Levels of Sponsorship:	Opportunities	Amount
	* Presenting Sponsor	One	\$15,000
	* Corporate Champion Sponsor	Two	\$ 10,000
	Hospitality Area Sponsor	One	\$ 7,500
	Health and Safety Fair Sponsor	One	\$ 7,500
	* Corporate Advocate Sponsor	Three	\$ 5,000
	Kid's Zone Sponsor	One	\$ 5,000
	Enhancement Sponsor	Five	\$ 2,500
	Pet Area Sponsor	One	\$ 2,500
	Volunteer Sponsor	One	\$ 2,500
	Designated Driver Sponsor	Six	\$ 1,500
	Entertainment Sponsor	One	\$ 1,500
	Checkpoint Station Sponsor	Four	\$ 1,500
	Kilometer Sponsor	Eight	\$ 1,000
	MADD Milestone Sponsor	Ten	\$ 500

Intent to Donate Options:

___ I, **Company Name**, intend to donate \$ _____ on this date: _____

___ I, **Company Name**, intend to donate \$ _____ monthly over the following _____ months

___ Please use my credit card: **(please circle one)** AMEX M/C VISA DISCOVER

Credit Card #: _____ Exp. Date: _____

Company _____ Fiscal Year (Dates) _____

Company Representative - Title _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

Signature _____

Thank you for your generous support!
Please fax or mail to: *Strides for Change*
MADD-NC State Office 5104 Western Blvd, Suite B * Raleigh, NC 27606
(Main) (919) 787-6599 (Fax) (919) 787-6330

"Companies that are sponsors are granted a limited license to use MADD's trademarked logo solely on the company's Strides for Change team t-shirts for the year of the sponsorship pursuant to the terms and conditions of the Strides for Change team t-shirt Licensing Agreement set forth at http://www.madd.org/aboutus/0_1056_7268.00.html . Your signature above indicates your acceptance to the terms of such licensing agreement."