

MADD MID-ATLANTIC

Delaware, DC, Maryland & Virginia

2022 REGIONAL PARTNERSHIP



PARTNERSHIP WITH PURPOSE

Mothers Against Drunk Driving is the premiere nonprofit working to end drunk driving, help fight drugged driving, support the victims of these violent crimes and prevent underage drinking.



MADD's mission partners are vital in the fight to end impaired driving locally and across the nation.

Join MADD in the fight against impaired driving and play a key role in keeping our roads safe. Not only will your support help MADD fulfill our mission, but it also provides unparalleled exposure for your company, showcasing your dedication to saving lives.

We need your help to create a world where impaired driving ends & lives don't!

MISSION IN ACTION

2022 MADD MID-ATLANTIC Programs, Services & Events



WALK LIKE MADD

MADD's signature awareness event getting us one step closer to ending impaired driving



TIE ONE ON FOR SAFETY

MADD's longest running public awareness campaign reminding the community to also designate a non-drinking driver



VICTIM SERVICES

The heart & soul of the organization; at MADD, we help survivors survive.



LAW ENFORCEMENT RECOGNITION EVENTS

Event to honor our heroes in law enforcement for their lifesaving efforts to end impaired driving.



POWER OF PARENTS

Program that empowers parents of middle & high school students to have ongoing, intentional conversations about the dangers of underage drinking.



POWER OF YOUTH

Program that helps youth explore the impacts of drinking underage and offers tools to encourage them to use their power to keep themselves & their friends safe.

VICTIM IMPACT PANELS

Program aimed to help impaired driving offenders to recognize and internalize the lasting impact of impaired driving.



MADD MID-ATLANTIC REGION 2022 WALK LIKE MADD EVENTS BENEFITS & OPPORTUNITIES

DELAWARE, MARYLAND &
VIRGINIA

The benefits and opportunities outlined below are for all Walk Like MADD events in the Mid-Atlantic region in 2022.

	Presenting Sponsor \$10,000	MADD Advocate \$5,000	Survivor Sponsor \$2,500	Spotlight Sponsor \$1,000	Friend of MADD \$500
Inclusion in event press releases					
Opportunity to speak the day of the event					
Logo in all email correspondence					
Logo on all pre-event printed materials					
Logo displayed on WLM website	 with hyperlink	 with hyperlink			
Complimentary WLM Registrations	25	20	15	10	5
In Person Event Benefits					
Company booth at the event					
Logo displayed on main event signage					
Logo on event t-shirts					
Distribute company materials in event goody bags					
Virtual Event Benefits					
Special video message opportunity for the day of the event					
Individual post acknowledging sponsorship the day of the event					
Acknowledgement of sponsorship in 'Sponsors' post the day of the event					

MADD continues to adapt to the ever-changing circumstances and uncertain times. We can customize your sponsorship to reflect your company's philanthropic goals and financial situation. As always, we appreciate your support in the past, now, and in the future.

MADD MID-ATLANTIC REGION 2022 LAW ENFORCEMENT RECOGNITION EVENTS BENEFITS & OPPORTUNITIES



The benefits and opportunities outlined below are for both Law Enforcement Recognition Events in Maryland and Virginia in 2022.

	<i>Presenting Sponsor</i> \$10,000	<i>MADD Advocate</i> \$5,000	<i>Survivor Sponsor</i> \$2,500	<i>Spotlight Sponsor</i> \$1,000	<i>Friend of MADD</i> \$500
Logo on nomination forms					
Logo on event webpage, email correspondence and promotions					
Logo on event invitations					
Logo displayed throughout event presentation					
Logo displayed on event programs					
Special public acknowledgement at the event					
Reserved seats at the event (Tables of 8)	24	16	8	4	2



MADD MID-ATLANTIC REGION GENERAL MARKETING BENEFITS & OPPORTUNITIES

	<i>Presenting Sponsor</i> \$10,000	<i>MADD Advocate</i> \$5,000	<i>Survivor Sponsor</i> \$2,500	<i>Spotlight Sponsor</i> \$1,000	<i>Friend of MADD</i> \$500
Logo and hyperlink on MADD DE, MD and VA website ~ home page					
Special video message on MADD Maryland and Virginia Facebook pages	 Bi-monthly	 Quarterly			
Logo on MADD DE, MD and VA website ~ partners page	 with hyperlink	 with hyperlink			
Announcement on MADD Maryland and Virginia Facebook pages with company logo					
MADD Presentation to staff at your site					

MADD MID-ATLANTIC REGION 2022 CAMPAIGNS AND EVENTS SPONSORSHIP COMMITMENT FORM & AGREEMENT

THIS SPONSORSHIP AGREEMENT ("AGREEMENT"), EFFECTIVE THIS _____ DAY _____, 20____ (HEREINAFTER THE "EFFECT LOCATED AT PO BOX 189; GLENWOOD, MD 21738, AND ("SPONSOR"), LOCATED AT ("SPONSOR"). THE PURPOSE OF THIS AGREEMENT IS TO ALLOW SPONSOR TO BECOME A LOCAL SPONSOR OF THE MADD MID-ATLANTIC REGION.

SPONSOR AGREES TO BE A LOCAL SPONSOR AT THE FOLLOWING DESIGNATED LEVEL:

- Presenting Sponsor ~ \$10,000
- MADD Advocate ~ \$5,000
- Survivor Sponsor ~ \$2,500
- Spotlight Sponsor ~ \$1,000
- Friend of MADD ~ \$500

BY SIGNING THIS AGREEMENT SPONSOR AGREES TO BE BOUND BY THE REGIONAL SPONSORSHIP TERMS AND CONDITIONS, ATTACHED AND INCORPORATED HEREIN, AS WELL AS ALL ADDITIONAL TERMS AND CONDITIONS SET FORTH IN THE REGIONAL SPONSORSHIP PROPOSAL, INCLUDING BUT NOT LIMITED TO THE BENEFITS RELATED TO EACH SPONSORSHIP LEVEL, WHICH IS HEREBY INCORPORATED IN THIS AGREEMENT.

PAYMENT AND BENEFITS TERMS

THE PARTIES AGREE THAT SPONSOR'S PAYMENT TO MADD AT THE LEVEL INDICATED ABOVE MUST BE SUBMITTED TO MADD IN FULL BY EVENT DATE. THE PARTIES FURTHER AGREE THAT IF SPONSOR RECEIVES ANY OR ALL OF THE BENEFITS THAT SPONSOR SHALL BE ENTITLED TO PER THIS AGREEMENT PRIOR TO SUBMITTING ITS REQUIRED SPONSORSHIP PAYMENT IN FULL, SPONSOR SHALL BE OBLIGATED TO PAY TO MADD THE FAIR MARKET VALUE OF THE BENEFITS RECEIVED BY SPONSOR.

COMPANY NAME: _____

COMPANY REPRESENTATIVE

PRINTED NAME: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: _____

EMAIL: _____

SIGNATURE: _____ DATE: _____

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

RODERICK HOWARD
REGIONAL EXECUTIVE DIRECTOR
804.353.7121
RODERICK.HOWARD@MADD.ORG