

YOU CAN GIVE ARKANSAS' WAITING KIDS A

bright
FUTURE!



family fun-walk fundraiser

MAY 2, 2020 • WAR MEMORIAL STADIUM

BENEFITING 3 LOCAL ORPHAN CARE ORGANIZATIONS:



Dear Business Partner,

Businesses like yours play a crucial role in caring for kids in foster care in Arkansas. Sadly, the children in Arkansas' foster care system are in the middle of deepening situation. The need is bigger than the government or non-profit sector can fix alone. We need your help recruiting more mentor, foster and adoptive families to change the trajectory of the lives of these waiting children and to restore hope to their futures.

There are nearly 4,300 kids waiting in foster care, 334 of those are waiting to be adopted & nearly 200 will “age out” of foster care with out a forever family this year... they ALL need your help!

You have a unique opportunity to direct your charitable dollars to support the most pressing need in our state. In addition, your marketing dollars can have impact beyond growing your business. They can make sure every child in Arkansas has a family and a future.

By sponsoring with Walk for the Waiting, you support three strong non-profits working to make a difference every day in the lives of waiting children. **The CALL, Immerse and Project Zero** all do incredible work: recruiting, training and supporting foster families, building hope in waiting children and equipping teens who “age out” of foster care through housing and mentorship programs, and helping match waiting kids with loving forever families. But these wonderful organizations need the support of your business and the community to grow their impact across Arkansas.

Please consider helping in any of these three ways:

1) Join us as a **CORPORATE SPONSOR**. Enclosed you will find many great opportunities to get involved ranging from donation levels of \$1,000 to \$25,000 (or more if you desire).

2) Raising funds as a **SPONSORED WALKER** and asking your employees to walk with you and form a team. This is a great way to energize your employees, build morale and increase community impact.

3) **SPREAD THE WORD!** Consider what other business might be interested in supporting Walk for the Waiting and encourage them to follow your example!

Again, thank you for considering a sizeable commitment to Walk for the Waiting. We need you. These kids need you. Our community needs you. If you have any questions or need further information, please call or email Walk Chair, Jourdan Williams at jourdan@walkforthewaiting.org or (501) 416-8880.

On Behalf of the Walk Team,



Lauri Currier
Executive Director, The CALL



Joe Snyder
County Coordinator, The CALL in Pulaski County



Eric Gilmore
Executive Director, Immerse Arkansas



Christie Erwin
Executive Director, Project Zero

THERE ARE TWO MAIN GOALS FOR THIS YEAR'S WALK FOR THE WAITING:



Engage the hearts and minds of believers to action for children & teens in foster care in their own community.



Raise funds to support kids in foster care through the work of The CALL, Immerse and Project Zero.

To accomplish this, we need **CORPORATE SPONSORS** and sponsored walkers to support WFTW financially!

IMPACT REPORT: Today in Arkansas ...



Since the first Walk for the Waiting in May of 2013, the funds raised have Helped The CALL, Immerse Arkansas & Project Zero...



SPONSORSHIP LEVEL OPPORTUNITIES

PRESENTING \$25,000+
PLATINUM \$10,000
GOLD \$5,000
SILVER \$2,500
BRONZE \$1,000

	5	4	3	2	1
Number of social media “thank you” posts showing your company logo or photo.	5	4	3	2	1
Grab bag advertising opportunities at Walk event (given to 1,500+ walkers)	X	X	X	X	X
Logo & click-through link included in all Walk email blast communications	X	X	X	NAME ONLY	NAME ONLY
Logo printed on Walk T-shirts	X	X	X	NAME ONLY	NAME ONLY
Banner along the Walk Route (X provided by WFTW, if needed. * provided by Sponsor)	START / FINISH LINE	X	X	*	*
Logo & click-through link on Walk website.	X	X	X	NAME ONLY	NAME ONLY
Logo on venue jumbotron sponsor slide.	X	X	X	NAME ONLY	NAME ONLY
Category exclusivity option offered before January 25th, 2020.	X				
Logo or recognition included in any outdoor, TV or radio advertising.	X				
Logo included on all print materials logo and agreement due before February 2nd, 2020.	X				

FACEBOOK
4,700
FOLLOWERS

AVERAGE OF
1,500
ATTENDEES
EACH YEAR

INVOLVING
OVER
LOCAL
70
CHURCHES

THERE ARE ROUGHLY
4,300
CHILDREN
IN ARKANSAS
WAITING IN
FOSTER CARE!

TO BECOME A CORPORATE SPONSOR

Please contact Walk for the Waiting at 501-416-8880
or jourdan@walkforthewaiting.org

ART DEADLINE MARCH 27

Please send art files to kandace@walkforthewaiting.org
PDF or EPS of company logo if gold sponsor or above



DAY OF THE WALK

SPONSORSHIP OPPORTUNITIES



This year we are offering a variety of sponsorship opportunities in addition to the sponsorship levels last year. These opportunities will be given on a first-come, first-serve basis. Please email jourdan@walkforthewaiting.org or Kandace@walkforthewaiting.org if you have any questions or wish to commit to one of these sponsorship opportunities.

SPONSORSHIP	COST	CAUSE MARKETING BENEFITS
GRAB BAGS	\$12,000+	Includes all benefits of PLATINUM LEVEL sponsors, plus: <ul style="list-style-type: none"> Your company logo printed on the front of grab bags, provided by WFTW
PARKING	\$7,500	Includes all benefits of GOLD LEVEL sponsors, plus: <ul style="list-style-type: none"> Your company logo printed on parking directional signs*
PACE CART	\$7,500 plus loaned golf cart	Includes all benefits of GOLD LEVEL sponsors, plus: <ul style="list-style-type: none"> Your company logo printed on banners for the front & back of the pace golf cart*
REGISTRATION	\$7,500	Includes all benefits of GOLD LEVEL sponsors, plus: <ul style="list-style-type: none"> Sign located near the entrance registration tables with your company logo*
WATER BOTTLE	\$2,500 plus provide water bottles for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: <ul style="list-style-type: none"> Sign located in water distribution area with your company logo* Water bottles can be marked with your company logo via your custom label or sticker
ICE CREAM	\$2,500 plus provide ice cream for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: <ul style="list-style-type: none"> Sign located on ice cream distribution carts with your company logo* Ice cream cups can be marked with your company logo via your custom label or sticker
FRUIT	\$2,500 plus provide fruit for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: <ul style="list-style-type: none"> Sign located on snack distribution tables with your company logo*
CRUNCHY SNACK	\$2,500 plus provide the snacks for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: <ul style="list-style-type: none"> Sign located on snack distribution table with your company logo* Snacks can be marked with your company logo via your custom label or sticker
MEDICAL TENT	\$2,500 plus provide medical supplies for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: <ul style="list-style-type: none"> Sign located on medical tent with your company logo*
PHOTO BOOTH	\$2,500 plus take photos at step and repeat area	Includes all benefits of SILVER LEVEL sponsors, plus: <ul style="list-style-type: none"> Sign located next to photo booth area with your company logo* Logo watermark on all photos uploaded to the WFTW facebook page after the Walk.
RESTROOMS	\$1,500	Includes all benefits of BRONZE LEVEL sponsors, plus: <ul style="list-style-type: none"> Your company logo printed on a sign directing walkers to the restrooms*

*All signs and banners will be provided by Walk for the Waiting.

CORPORATE SPONSORSHIP LETTER OF AGREEMENT



COMPANY NAME: _____

Agrees to sponsor the eighth annual Walk for the Waiting, a fundraiser to support The CALL, Immerse Arkansas and Project Zero on Saturday, May 2nd, 2020. As a sponsor, I understand that I will receive sponsor benefits as described in this packet. I understand that these opportunities will not be valid until this agreement is signed and payment has been issued to and accepted by Walk for the Waiting. Sponsorship agreements and **payments must be postmarked by March 27, 2020**. As a sponsor, I agree to **provide digital artwork by March 27, 2020** for all promotional advertising to kandace@walkforthewaiting.org.

Please check appropriate sponsorship:

- PRESENTING SPONSORSHIPS \$25,000 +
- PLATINUM SPONSORSHIPS \$10,000
- GOLD SPONSORSHIPS \$5,000
- SILVER SPONSORSHIPS \$2,500
- BRONZE SPONSORSHIPS \$1,000

Logo and agreement letter due by **February 5th, 2020** to be included on all print materials.

Please check appropriate DAY-OF-WALK sponsorship opportunities:

- | | | |
|---|---|--|
| <input type="checkbox"/> GRAB BAGS \$12,000 + | <input type="checkbox"/> WATER BOTTLES \$2,500 + WATER BOTTLES* | <input type="checkbox"/> MEDICAL TENT \$2,500 + MEDICAL SUPPLIES |
| <input type="checkbox"/> PARKING \$7,500 | <input type="checkbox"/> ICE CREAM \$2,500 + ICE CREAM* | <input type="checkbox"/> PHOTO BOOTH \$2,500 + TAKE PHOTOS |
| <input type="checkbox"/> PACE CART \$7,500 | <input type="checkbox"/> FRUIT \$2,500 + FRUIT* | <input type="checkbox"/> RESTROOMS \$1,500 |
| <input type="checkbox"/> REGISTRATION \$7,500 | <input type="checkbox"/> CRUNCHY SNACKS \$2,500 + SWEET SNACK* | * FOR ABOUT 1,000 WALKERS |

SPONSOR'S NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ PHONE #: _____

REPRESENTATIVE: _____

EMAIL: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

Please send this completed agreement with check made payable to:

WALK FOR THE WAITING

P.O. BOX #45385

LITTLE ROCK, AR 72214

ART DEADLINE MARCH 27, 2020

Please send a four-color, PDF or EPS file of your logo to Kandace Gerber at:

kandace@walkforthewaiting.org