



**STRIDE**



*for*

**SENIORS**

PRESENTED BY



**WILSONVILLE  
SUBARU**

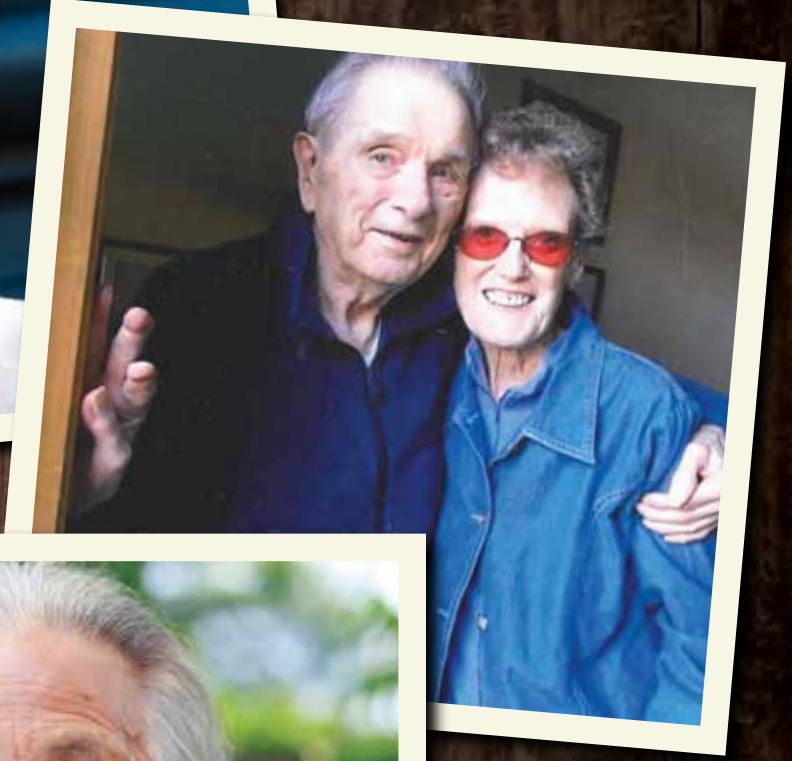
**APRIL 22, 2018**

PORTLAND INTERNATIONAL RACEWAY

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**SPONSORSHIP  
OPPORTUNITIES**

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# WHY WE WALK







# WHY BECOME A SPONSOR

Meals on Wheels People has provided hot, nutritious meals to older adults in the greater metro area for nearly 50 years. Each weekday we serve and deliver 5,000 meals throughout Multnomah, Washington and Clark counties. Your support makes this possible.



By becoming a sponsor for Stride For Seniors, you **SERVE** your community by actions, not words.

Build **RELATIONSHIPS** between your brand and our market.

**ALIGN** with a well-respected and trusted **BRAND** – Meals on Wheels People.

Increase **VISIBILITY** — your company logo on promotional materials (fundraising site, advertising, email blasts, newsletters and social media).

**ENGAGE** your consumer by sampling at a booth.



*“Meals on Wheels People does great things in our community and is dedicated to enriching the lives of older adults. KOIN TV and KOIN.com are honored to partner with such a compassionate team of professionals to sponsor Stride for Seniors. We are truly grateful for our partnership and value the positive impact Meals on Wheels has in the greater metro area.”*

*Patrick Nevin  
Vice President / General Manager  
KOIN Television, KOIN.com*





## WALK DAY SCHEDULE

- Walk Village Opens: 10 a.m.
- Registration/Will Call: 10 to 11:30 a.m.
- Opening Ceremony: 11:30 a.m.
- Walk Begins: noon
- Walk Village Closes: 1:30 p.m.



## SHOW YOUR COMMUNITY SUPPORT

**Align** with a strong, trusted nonprofit organization.

Build **neighborhoods** and **community trust**.

**Engage** customers and partners in a meaningful way as they give back to their community and make a difference in the lives of older adults.

**Strengthen** employee loyalty.

**Drive revenue** for a great cause and augment the power and meaning of **your brand**.

Reach **communities** that are important to your business.





# PREMIER CORPORATE SPONSORSHIPS

STRIDE FOR SENIORS SPONSOR BENEFIT LEVELS	PRESENTING SPONSOR \$25,000	GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000	FRIENDS OF MOWP \$1,700
<b>MEDIA &amp; PRINT EXPOSURE</b>					
Logo in TV PSA	<b>FULFILLED</b>				
Print Advertising					
Walk T-Shirt Logo					
Walk Posters					
MOWP Print Newsletters*					
<b>WEB &amp; ONLINE EXPOSURE</b>					
Walk Website	Logo/Link	Logo/Link	Logo	Logo	Name
MOWP Website					
Homepage Slider					
MOWP Event Page					
Walk Media Releases**					
Social Media	3 Link/Story	2 Link/Story	1 Link/Story		
MOWP E-News***					
<b>DAY OF EVENT EXPOSURE</b>					
Opening Ceremony Speaking Opportunity					
Interview Opportunity with Media at Start of Event					
Corporate Banner at Start Line					
Acknowledgement on PA					
Expo Booth****					
VIP Parking Passes	10	5	5	5	2
VIP Tent Passes	10	5	5	5	2

Deadline for logo or name inclusion on T-shirts is April 1, 2018.

\*MOWP print newsletter has 15,000+ subscribers and released in April & July

\*\*Media releases begin Jan. 1, 2018

\*\*\*E-News has 15,000+ subscribers



\*\*\*\*Sponsors are encouraged to provide their own branded tents. No electricity provided.



# TARGETED SPONSORSHIPS

Meals on Wheels People offers targeted marketing opportunities. Organizations have the ability to enjoy exclusive sponsorships pre-walk and walk-day events targeted at specific segments of walk participants.

## UNIQUE SPONSORSHIPS:

- Kick Off Event (Feb. 2018)
- Photo Booth
- Pace Car 
- Kilometer Sponsor
- Volunteer Tent
- VIP Tent
- Kids Zone 
- First Aid Tent

## IN-KIND SPONSORSHIPS:

Here is a list of some of the items we are looking for as in-kind where your business can really shine:

- Incentive Pick-Up/Money Turn-In
- Prizes
- Walkie Talkies
- Printing
- Awards/Incentives
- Entertainment
- Golf Carts
- Food/Beverage

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## WALKER VILLAGE:

Booth sizes: 10 x 10 or 10 x 20\* \$500 per booth

- Food & Beverage
- Apparel/Home Services/Beauty
- Wellness
- Family/Senior Interests

\*Sponsors are encouraged to provide their own branded tents. No electricity provided.

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# REGISTRATION

Company Name \_\_\_\_\_ Sponsorship Level \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

## Graphics Contact

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Will you need a table at the event?  yes  no

Will you display your company banner at the event?  yes  no

Will you display event posters to promote the walk in your business?  yes  no

Will you need a tent at the event?  yes  no

## Company Team Contact

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

## Logo Information

A. In order to ensure the best possible reproduction of your logo, we require that you send us an Adobe Illustrator file (.eps or .ai). All fonts in the logo should be converted to outlines, and please include the file extension (.eps) in the file name. Be sure to include a color version as well as a solid black version.

B. A JPEG file is an acceptable format for recognition on our website; however, we cannot guarantee that the quality of the logo will be preserved when a JPEG is submitted for reproduction on a T-shirt or banner. If we determine that the logo quality is at risk of being compromised, we will recognize your organization in printed text rather than with your logo.

C. What URL would you like to use for a link? \_\_\_\_\_

Please complete and return the enclosed application form by April 1, 2018 for inclusion on T-shirts.

Please indicate your method of payment:

Check Enclosed

Please Invoice

Call for Credit Card

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