

# WALK FOR THE WAITING

WalkForTheWaiting.org

MAY 6, 2017

...PURE AND GENUINE WORSHIP  
IS THIS: TO TAKE CARE  
OF THE ORPHANS  
AND WIDOWS IN THEIR  
SUFFERING... James 1:27

the  
CALL



immerse  
arkansas

Project ZERO

# WALK FOR THE WAITING

**MAY 6, 2017  
LITTLE ROCK**

Dear Business Partner,

Businesses like yours play a critical role in caring for kids in crisis in Arkansas. Sadly as you have seen in the news, the children of Arkansas' foster care system are in the middle of a deepening crisis. The crisis is bigger than the government or non-profit sector can fix alone.

## **There are nearly 5,000 kids waiting for families who need you!**

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 also help make sure every child in Arkansas has a family and a future.

By partnering 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 Arkansas 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. But these wonderful organizations need the support of your business and the community to grow their impact across the state.

Please consider helping in any of these three ways:

- 1) Becoming a **CORPORATE SPONSOR** for the Walk. 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) Becoming 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 the Walk and encourage them to follow your example!

Again, thank you for considering a sizeable commitment to Walk for the Waiting. We need you, the kids need you and our community needs you. If you have any questions or need further information, please call or email Walk Chair, Kandace Gerber at [kandace@walkforthewaiting.org](mailto:kandace@walkforthewaiting.org) or (501) 951-0686.

On Behalf of the Walk Team,



**Lauri Currier**  
Executive Director, The CALL



**Eric Gilmore**  
Executive Director, Immerse Arkansas



**Christie Erwin**  
Executive Director, 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.	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Grab bag advertising opportunities at Walk event (given to 1,500+ walkers)	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Logo & click-through link included in all Walk email blast communications	<b>X</b>	<b>X</b>	<b>X</b>	NAME ONLY	NAME ONLY
Logo printed on Walk T-shirts	<b>X</b>	<b>X</b>	<b>X</b>	NAME ONLY	NAME ONLY
Banner along the Walk Route (X provided by WFTW, if needed. * provided by Sponsor)	START / FINISH LINE	<b>X</b>	<b>X</b>	*	*
Logo & click-through link on Walk website.	<b>X</b>	<b>X</b>	<b>X</b>	NAME ONLY	NAME ONLY
Logo on venue jumbotron sponsor slide.	<b>X</b>	<b>X</b>	<b>X</b>	NAME ONLY	NAME ONLY
Category exclusivity option offered before March 15th, 2017.	<b>X</b>				
Logo or recognition included in any outdoor, TV or radio advertising.	<b>X</b>				
Logo included on all print materials logo and agreement due before January 15th, 2017.	<b>X</b>				

**FACEBOOK**  
**3,801**  
**FOLLOWERS**

**AVERAGE OF**  
**1,500**  
**ATTENDEES**  
**EACH YEAR**

**INVOLVING**  
**OVER**  
**LOCAL**  
**70**  
**CHURCHES**

THERE ARE ROUGHLY  
**5,000**  
**CHILDREN**  
**IN ARKANSAS**  
**WAITING IN**  
**FOSTER CARE!**

## TO BECOME A **CORPORATE SPONSOR**

Please contact Walk for the Waiting at 501-650-2806 or [eric@walkforthewaiting.org](mailto:eric@walkforthewaiting.org) • fax: 866-449-2556

## ART DEADLINE **APRIL 6**

Please send art files to [kandace@walkforthewaiting.org](mailto:kandace@walkforthewaiting.org)  
PDF or EPS of company logo if gold sponsor or above

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



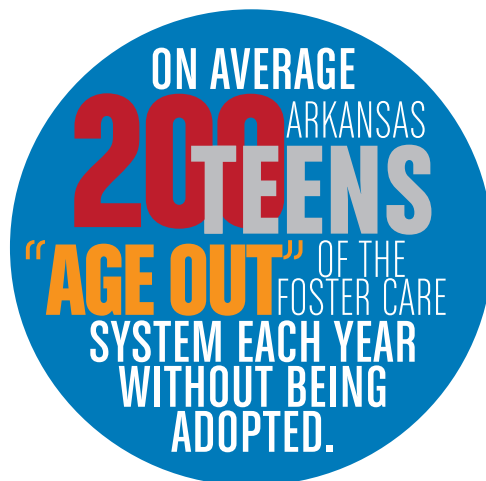
Engage the hearts and minds of believers into the orphan crisis in our own community.



Raise funds to support local orphans through the work of three organizations – The CALL, Immerse Arkansas and Project Zero.

To accomplish this, we need **CORPORATE SPONSORS** along with the sponsored walkers we are recruiting!

## 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...





# 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 [Eric@walkforthewaiting.org](mailto:Eric@walkforthewaiting.org) or [Kandace@walkforthewaiting.org](mailto:Kandace@walkforthewaiting.org) if you have any questions or wish to commit to one of these sponsorship opportunities.

SPONSORSHIP	COST	CAUSE MARKETING BENEFITS
<b>GRAB BAGS</b>	<b>\$12,000+</b>	Includes all benefits of PLATINUM LEVEL sponsors, plus: • Your company logo printed on the front of grab bags, provided by WFTW
<b>PARKING</b>	<b>\$7,500</b>	Includes all benefits of GOLD LEVEL sponsors, plus: • Your company logo printed on parking directional signs*
<b>PACE CART</b>	<b>\$7,500</b> plus loaned golf cart	Includes all benefits of GOLD LEVEL sponsors, plus: • Your company logo printed on banners for the front & back of the pace golf cart*
<b>REGISTRATION</b>	<b>\$7,500</b>	Includes all benefits of GOLD LEVEL sponsors, plus: • Sign located near the entrance registration tables with your company logo*
<b>WATER BOTTLE</b>	<b>\$2,500</b> plus provide water bottles for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: • 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
<b>ICE CREAM</b>	<b>\$2,500</b> plus provide ice cream for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: • 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
<b>FRUIT</b>	<b>\$2,500</b> plus provide fruit for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: • Sign located on snack distribution tables with your company logo*
<b>GRANOLA SNACK</b>	<b>\$2,500</b> plus provide granola bars for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: • Sign located on snack distribution table with your company logo* • Granola bars can be marked with your company logo via your custom label or sticker
<b>MEDICAL TENT</b>	<b>\$2,500</b> plus provide medical supplies for walkers	Includes all benefits of SILVER LEVEL sponsors, plus: • Sign located on medical tent with your company logo*
<b>PHOTO BOOTH</b>	<b>\$2,500</b> plus take photos at step and repeat area	Includes all benefits of SILVER LEVEL sponsors, plus: • 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.
<b>RESTROOMS</b>	<b>\$1,500</b>	Includes all benefits of BRONZE LEVEL sponsors, plus: • 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 fifth annual Walk for the Waiting, a fundraiser which supports The CALL, Immerse Arkansas and Project Zero on Saturday, May 6, 2017. As a sponsor, I understand that I will receive sponsor benefits as described in this packet. I also 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 31, 2017**. As a sponsor, I agree to **provide digital artwork by April 6, 2017** for all promotional advertising to [kandace@walkforthewaiting.org](mailto: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 **January 15th, 2017** 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"/> GRANOLA SNACKS \$2,500 + GRANOLA BARS* | * FOR ABOUT 1,500 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**

ATTN: ERIC GILMORE

P.O. BOX #45385

LITTLE ROCK, AR 72214

**ART DEADLINE APRIL 6, 2017**

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

[kandace@walkforthewaiting.org](mailto:kandace@walkforthewaiting.org)