



2021 SPONSORSHIP OPPORTUNITIES

Lansing - May 15th • Midland - June 5th • Metro Detroit - June 26th
Grand Rapids - July 17th • Traverse City - August 14th

The 2021 Stroll for Epilepsy™ is ready to promote your organization as a loyal supporter!

With all of the challenges throughout the past year, the need for our mission is more vital than ever! While it is our hope and goal to gather in person for the 2021 Stroll season, we acknowledge that there is still some uncertainty surrounding that possibility. So, we are approaching this year with a guarantee of providing a Virtual Stroll experience, while also working towards an In-Person Stroll. Whether we are gathered together in person or virtually, the Stroll will provide an experience that highlights our mission through promoting our wonderful sponsors, sharing personal stories from the epilepsy community, and more! With this in mind, we've created promotional opportunities for your company with a guarantee of a Virtual Stroll, as well as what you'll receive if we're also able to gather for an In-Person Stroll. Please join us and let us promote you as a generous partner!

*Please note, we will closely monitor CDC guidelines and government orders to determine if an in-person option will be safe to carry out, and we will notify you one month prior to the Stroll date regarding the status of the In-Person Stroll.

Commitment	Sponsorship Name	What Your Company Receives:	# of Locations
\$1,000	Spirit Partner	<p>This sponsorship level will allow your company to benefit from the thousands of people that our Stroll for Epilepsy™ will touch. This opportunity includes the following for ONE Stroll location of your choice:</p> <ul style="list-style-type: none"> • Company logo placement on Stroll T-shirt – Awarded at all 5 Strolls • Company logo on Stroll website • Mention, with your company's logo and link, on the Epilepsy Foundation of Michigan's Facebook page • Company logo placement during the Virtual Stroll <ul style="list-style-type: none"> ○ AND the In-Person Stroll if we're able to gather together in person • Verbal mention during the Virtual Stroll <ul style="list-style-type: none"> ○ AND the In-Person Stroll if we're able to gather together in person • 2 admissions to the Stroll, if desired 	One
\$2,000	Healthy Living Partner	<p>This opportunity will showcase your organization as a partner of the Warm-Up Session for ONE Stroll location of your choice. This opportunity includes:</p> <ul style="list-style-type: none"> • ALL ITEMS listed under SPIRIT PARTNER, AND • Special recognition during Warm-Up Session for Virtual & In-Person Stroll • If we're able to host an In-Person Stroll with a food table, your logo will be displayed on the table highlighting the healthy options brought to participants by your company. • If we're able to host an In-Person Stroll, you'll receive a 6 ft. Display Table with free admission for 2 representatives at the Stroll location of your choice - providing an opportunity to display materials and give out promotional items representing your company. <ul style="list-style-type: none"> ○ <i>If we're unable to gather in person, we'll include a promotional flyer or brochure about your organization in our "Team Captain Thank You Packet" to be mailed out after each Stroll. Promotional flyer or brochure is to be supplied by you to the Foundation one week <u>before</u> each Stroll takes place.</i> • Recognition in Post-Stroll ENewsletter sent out after each Stroll 	One

Commitment	Sponsorship Name	What Your Company Receives:	# of Locations
\$3,000	Finish Line Partner	<p>This opportunity will showcase your organization as a partner of our Finish Line for ONE Stroll location of your choice. This opportunity includes:</p> <ul style="list-style-type: none"> • ALL ITEMS listed under SPIRIT PARTNER, AND • Company logo displayed on finish line feather flag displayed during Virtual AND In-Person Stroll • Company logo displayed on signage identifying your support of our Large Team Showcase during Virtual AND In-Person Stroll <ul style="list-style-type: none"> ○ <i>The Large Team Showcase displays our Large Team signs (teams consisting of a minimum of 25 members or raise a minimum of \$2,500 receive a special sign featuring their Team Name).</i> • If we're able to host an In-Person Stroll, you'll receive a 6 ft. Display Table with free admission for 2 representatives at the Stroll location of your choice - providing an opportunity to display materials and give out promotional items representing your company. <ul style="list-style-type: none"> ○ <i>If we're unable to gather in person, we'll include a promotional flyer or brochure about your organization in our "Team Captain Thank You Packet" to be mailed out after each Stroll. Promotional flyer or brochure is to be supplied by you to the Foundation one week <u>before</u> each Stroll takes place.</i> • Recognition in Post-Stroll ENewsletter sent out after each Stroll 	One
\$7,000	Motivation Sponsor	<p>This opportunity will showcase your organization as the one that helped to motivate our Strollers. This opportunity includes the following at ALL FIVE locations:</p> <ul style="list-style-type: none"> • ALL ITEMS listed under SPIRIT PARTNER <ul style="list-style-type: none"> ○ <i>With additional Instagram mention, AND</i> • Company logo <u>with hotlink</u> included on Stroll website for ALL FIVE Strolls • Company logo displayed on large event backdrop during ALL FIVE Strolls <ul style="list-style-type: none"> ○ <i>Displayed during Virtual and In-Person Stroll</i> • Verbal mention during ALL FIVE Strolls • If we're able to host an In-Person Stroll, you'll receive a 6 ft. Display Table with free admission for 4 representatives at ALL FIVE Strolls, providing an opportunity to display materials and give out promotional items representing your company. <ul style="list-style-type: none"> ○ <i>If we're unable to gather in person, we'll include a promotional flyer or brochure about your organization in our "Team Captain Thank You Packet" to be mailed out after each Stroll. Promotional flyer or brochure is to be supplied by you to the Foundation one week <u>before</u> each Stroll takes place.</i> • Recognition in Post-Stroll ENewsletter for ALL FIVE Strolls 	FIVE
\$10,000	Mission Sponsor	<p>This opportunity will showcase your organization as the premier supporter of the Foundation's mission for ALL FIVE locations. This sponsorship will showcase your organization in the following ways:</p> <ul style="list-style-type: none"> • ALL ITEMS listed under SPIRIT PARTNER with your company logo featured on the TOP of the back of the t-shirt and indicated as the "Mission Sponsor" (all other sponsor logos featured on the lower portion of the shirt), <ul style="list-style-type: none"> ○ <i>With additional Instagram & Twitter mention, AND</i> • Company Logo <u>with hotlink</u> included on Stroll website for ALL FIVE Strolls • Company Spotlight in an email sent to over 10,000 people <ul style="list-style-type: none"> ○ <i>This would be an email spotlighting your company as a proud sponsor of our Stroll for Epilepsy™- Showcasing information about your company and your products.</i> <p>ADDITIONAL MISSION SPONSOR VALUE IS CONTINUED ON NEXT PAGE</p>	

Commitment	Sponsorship Name	What Your Company Receives:	# of Locations
	Mission Sponsor	<p>MISSION SPONSOR VALUE CONTINUED:</p> <ul style="list-style-type: none"> • Company logo displayed on large event backdrop during ALL FIVE Strolls <ul style="list-style-type: none"> ◦ <i>Displayed during Virtual and In-Person Stroll</i> • Verbal mention during ALL FIVE Strolls • If we're able to host an In-Person Stroll, you'll receive a 6 ft. Display Table with free admission for 4 representatives at ALL FIVE Strolls, providing an opportunity to display materials and give out promotional items representing your company. <ul style="list-style-type: none"> ◦ <i>If we're unable to gather in person, we'll include a promotional flyer or brochure about your organization in our "Team Captain Thank You Packet" to be mailed out after each Stroll. Promotional flyer or brochure is to be supplied by you to the Foundation one week <u>before</u> each Stroll takes place.</i> • Recognition in Post-Stroll ENewsletter for ALL FIVE Strolls 	FIVE
\$15,000	Leadership Sponsor	<p>This opportunity will showcase your organization as the leader in the fight for epilepsy awareness at ALL FIVE Strolls. This sponsorship will showcase your organization in the following ways:</p> <ul style="list-style-type: none"> • ALL ITEMS listed under SPIRIT PARTNER with your company logo featured on the FRONT of the t-shirt and indicated as the "Leadership Sponsor" (all other sponsor logos featured on the back of t-shirt), <ul style="list-style-type: none"> ◦ <i>With additional Instagram & Twitter mention, AND</i> • Company logo with hotlink included on Stroll website for ALL FIVE Strolls • Company logo displayed on large event backdrop during ALL FIVE Strolls <ul style="list-style-type: none"> ◦ <i>Displayed during Virtual and In-Person Stroll</i> • Company logo featured on event trophies for ALL FIVE Strolls • Verbal mention during ALL FIVE Strolls • Company Spotlight in an email sent to over 10,000 people <ul style="list-style-type: none"> ◦ <i>This would be an email spotlighting your company as a proud sponsor of our Stroll for Epilepsy™- Showcasing information about your company and your products.</i> • If we're able to host an In-Person Stroll, you'll receive a 6 ft. Display Table with free admission for 6 representatives at ALL FIVE Strolls, providing an opportunity to display materials and give out promotional items representing your company. <ul style="list-style-type: none"> ◦ <i>If we're unable to gather in person, we'll include a promotional flyer or brochure about your organization in our "Team Captain Thank You Packet" to be mailed out after each Stroll. Promotional flyer or brochure is to be supplied by you to the Foundation one week <u>before</u> each Stroll takes place.</i> • Recognition in Post-Stroll ENewsletter for ALL FIVE Strolls • Company Representative/Message to be included in a Thank You Video following the Stroll season – broadcast to over 15,000 people. 	FIVE

***In order to take advantage of any value added that requires print material, Sponsorship Agreement and logos must be submitted before the print deadline.**

If you'd prefer a custom sponsorship level designed especially for your organization, we can do that too! To discuss custom options, please reach out to Andrea Schotthoefler at aschott@epilepsymichigan.org or (800) 377-6226, ext. 1231.



SPONSORSHIP AGREEMENT

Why partner with us? The Stroll for Epilepsy™ is an inspirational event with a very loyal following. With five Stroll locations, this event historically brings approximately 3,000 people together from all across the state, all of whom have a connection to epilepsy. Please join us and let us promote you as one of our generous partners! If you have any questions or concerns, please don't hesitate to contact Andrea Schotthoefer at (800) 377-6226 ext. 1231 or aschott@epilepsymichigan.org.

SELECT YOUR SPONSORSHIP LEVEL

	Financial Commitment	Sponsorship Name	Location
<input type="checkbox"/>	\$15,000	Leadership Sponsor	All Five Locations included
<input type="checkbox"/>	\$10,000	Mission Sponsor	All Five Locations included
<input type="checkbox"/>	\$7,000	Motivation Sponsor	All Five Locations included
<input type="checkbox"/>	\$3,000	Finish Line Partner	<u>Select ONE</u> <input type="checkbox"/> Lansing <input type="checkbox"/> Midland <input type="checkbox"/> Metro Detroit <input type="checkbox"/> Grand Rapids <input type="checkbox"/> Traverse City
<input type="checkbox"/>	\$2,000	Healthy Living Partner	<u>Select ONE</u> <input type="checkbox"/> Lansing <input type="checkbox"/> Midland <input type="checkbox"/> Metro Detroit <input type="checkbox"/> Grand Rapids <input type="checkbox"/> Traverse City
<input type="checkbox"/>	\$1,000	Spirit Partner	<u>Select ONE</u> <input type="checkbox"/> Lansing <input type="checkbox"/> Midland <input type="checkbox"/> Metro Detroit <input type="checkbox"/> Grand Rapids <input type="checkbox"/> Traverse City

COMPANY INFORMATION

Company Name:
(As it should appear in print material)

Contact Name:

Full Address:

(City) (State) (Zip code)

Email:

Phone Number:

Signature | X

My company is interested in providing volunteers at the Stroll for Epilepsy™. Please contact me to discuss.

PAYMENT INFORMATION

Check payable to the Epilepsy Foundation of Michigan is enclosed.

Please send me an Invoice.

I wish to pay with Credit Card and have completed the Credit Card Authorization Portion (found below).

CREDIT CARD AUTHORIZATION FORM

Name on Card: _____

Billing Address: _____

(City) (State) (Zip code)

Credit Card Type: Visa MasterCard American Express

Credit Card Number: _____

Amount to Charge: \$ _____

Expiration Date: _____

I hereby authorize for this credit card to be charged for the above listed amount.

Signature X _____

Please return Agreement form & payment information to:

Epilepsy Foundation of Michigan
Attn: Andrea Schotthoefer
25200 Telegraph Rd, Suite 110, Southfield, MI 48033
(800) 377-6226 ext. 1231 • F: 248-351-2101 • aschott@epilepsymichigan.org

PLEASE CONTACT US!

It is always our preference to speak to you directly about these opportunities and determine what would be the best fit for your organization. We are also open to any creative ideas that you might have!

Andrea Schotthoefer: aschott@epilepsymichigan.org • (800) 377-6226, ext. 1231

