



*2009 Sponsorship Benefits*

*Your sponsorship has the potential to make a profound difference in some of the most resource-challenged and neglected regions of the world.*

| DIAMOND PARTNER<br>\$50,000 | PLATINUM PARTNER<br>\$25,000 | GOLD PARTNER<br>\$15,000 | SILVER PARTNER<br>\$10,000 | BRONZE PARTNER<br>\$5,000 | PARTNER<br>\$2,500 | SUPPORTER<br>\$1,500 | FRIEND<br>\$500 |
|-----------------------------|------------------------------|--------------------------|----------------------------|---------------------------|--------------------|----------------------|-----------------|
|-----------------------------|------------------------------|--------------------------|----------------------------|---------------------------|--------------------|----------------------|-----------------|

| ONLINE   |          |            |            |            |            |      |      |      |
|--|----------|------------|------------|------------|------------|------|------|------|
| Recognition as a sponsor on Partnership Walk webpage   | Logo     | Logo       | Logo       | Logo       | Logo       | Logo | Name | Name |
| Logo / name on the sponsor banner on the main PartnershipsInAction page  | ❖        | ❖          | ❖          | ❖          | ❖          | ❖    | ❖    |      |
| Link to company website  | ❖        | ❖          | ❖          | ❖          | ❖          |      |      |      |
| Recognition on online post-event highlights and email newsletter(s)  | ❖        | ❖          |            |            |            |      |      |      |
| Sponsor Spotlight including article and photos on PartnershipsInAction website and in Empowered newsletter     | ❖        |            |            |            |            |      |      |      |
| ON-SITE DISPLAY OPPORTUNITIES  |          |            |            |            |            |      |      |      |
| Opportunity to display company banner  | 2 Cities | Local City | Local City | Local City | Local City |      |      |      |
| Recognition on event sponsor banner  | National | Local City | Local City | Local City |            |      |      |      |
| Recognition on stage backdrop sponsor banner   | National | Local City |            |            |            |      |      |      |
| Designated booth space in a Sponsor Exhibition area (detailed rules and exclusions apply)                      | 2 Cities | Local City |            |            |            |      |      |      |
| PRINT  |          |            |            |            |            |      |      |      |
| Recognition in Event Program brochure/flyer  | National | Local City | Local City | Local City |            |      |      |      |
| Recognition in the annual PartnershipsInAction highlights newsletter   | ❖        | ❖          | ❖          |            |            |      |      |      |
| Recognition on the national Walk posters (pledge by May 1)   | National | Local City | Local City |            |            |      |      |      |
| Recognition on the Walk registration brochures (pledge by June 1)  | National | Local City | Local City |            |            |      |      |      |
| PUBLIC RELATIONS   |          |            |            |            |            |      |      |      |
| Public acknowledgement on event day  | National | Local City |            |            |            |      |      |      |
| Acknowledgement of support in press releases   | ❖        |            |            |            |            |      |      |      |
| SPECIAL ACKNOWLEDGEMENT  |          |            |            |            |            |      |      |      |
| 2009 PartnershipsInAction T-shirt  | ❖        | ❖          | ❖          | ❖          | ❖          | ❖    | ❖    | ❖    |
| Commemorative momento acknowledging sponsor support  | ❖        | ❖          | ❖          |            |            |      |      |      |
| EXCLUSIVE OPPORTUNITIES  |          |            |            |            |            |      |      |      |
| Complimentary Partnership Golf package in a city of your choice (includes 4 golf playing spots & dinner/lunch) | ❖        |            |            |            |            |      |      |      |



## DID YOU KNOW?

- **100% of donations** from Partnership Walk go directly to projects supported by the Foundation. Not a cent is spent on administration.
- Since 1995, Partnerships*InAction* events have attracted **280,000 participants**, raising over **\$32 million**.
- Your exposure has the potential to directly reach **32,000 participants** nationwide with an expanded reach to an estimated **160,000 people** through sponsorships and awareness campaigns.
- Over **1,800 individuals, small businesses, private and public companies** from around the nation sponsored Partnerships*InAction* events in 2008.
- Numerous corporations, including American Express, Google, Microsoft, and McKinsey provide **Matching Gifts** to Partnerships*InAction* events.
- Partnerships*InAction* events occur in major cities around the country including **Atlanta, Chicago, Dallas, Houston, Los Angeles, New York, Orlando, Seattle** and **San Francisco**.

## CONTACT US

Toll free: **888-253-9255**

Web: [www.PartnershipsInAction.org/walk](http://www.PartnershipsInAction.org/walk)

Email: [info@partnershipsinaction.org](mailto:info@partnershipsinaction.org)

## INSTRUCTIONS FOR SPONSORS

- Recognition will be provided in accordance with established AKF USA guidelines. City-specific restrictions may apply.
- It is the responsibility of the sponsor to provide the specific recognition they would prefer (logo, company link, listing of name). If logo is not provided, name of the sponsor will be listed.
- Promotional materials are produced at different intervals leading up to the Walks. Sponsorships received after the production cutoff for a specific marketing material or merchandise will be added to the next available item. If sponsor's local city Walk date has passed, benefits will be applied to either the sponsor's second choice of city or redeemable the following year.
- National benefits are provided in all Walk city.
- Sponsors must provide display banners and logos 15 days prior to Walk date.
- All sponsorships must be received by 12/31 to be eligible for online recognition.
- Partnership Golf benefits will be applied to the sponsor's choice of city. If the 2009 tournament has passed, benefits will be applied to either the sponsor's second choice of city or redeemable the following year.
- Please visit the Partnerships*InAction* website to obtain more information and contact for the local Walk city representative.
- Visit [www.PartnershipsInAction.org/walk](http://www.PartnershipsInAction.org/walk) for more information.