

2012 Houston Local Sponsorship Opportunities

| Sponsor Benefits | Premiere \$8,500* | Rest Stop \$5,000 | Opening Ceremony Breakfast | Official \$4,000 | Supporting \$2,500 | Cheering Station \$1,000 | 10th Birthday Party \$500 | Boot Camp \$500 | Discount Partner |
|-------------------------------------------------------------------------------------------------------|-------------------|-------------------|----------------------------|------------------|--------------------|--------------------------|---------------------------|-----------------|------------------|
| Logo on participant Closing Ceremony t-shirts* | ✓ | | | | | | | | |
| Tent for sampling at Avon Walk campsite or Closing Ceremony and pass out giveaway | ✓ | | | | | | | | |
| Verbal and visual recognition during Opening and Closing Ceremony at Avon Walk | ✓ | | | | | | | | |
| Logo on local Avon Walk communications | ✓ | ✓ | ✓ | ✓ | | | | | |
| Host breakfast for Avon Walk participants | | | ✓ | | | | | | |
| Opportunity to display signage at breakfast tent | | | ✓ | | | | | | |
| Host Rest Stop on the Avon Walk route and pass out giveaway | | ✓ | | | | | | | |
| Logo on Local Sponsor banner at Avon Walk Event*(<i>Event Eve, Ceremonies and Wellness Village</i>) | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |
| Logo on Local Sponsors page of website | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |
| Host Cheering Station on Avon Walk route and pass out giveaway | ✓ | | | ✓ | | ✓ | | | |
| Table, signage and giveaway opportunity at 10 th Birthday Party | ✓ | ✓ | | ✓ | ✓ | | ✓ | | |
| Table, signage and giveaway opportunity at Boot Camp | ✓ | ✓ | | ✓ | ✓ | | | ✓ | |
| Host pre-event informational meetings and training walks | ✓ | ✓ | | ✓ | ✓ | | | | |
| Listing on Discount Partner page of participant website | | | | | | | | | ✓ |

* Deadline for logo is March 10, 2012.

Avon Walk for Breast Cancer Houston – April 21-22, 2012

Avon Walk Houston 10th Birthday Party (formerly the Great Start Party) – February 4, 2012

Houston Boot Camp (formerly EXPO) – March 3, 2012

For more information, please contact the Houston office at 713-968-9250 or email volunteer.houston@avonwalk.org. For more information with regards to supporting multiple Avon Walks across the country, please contact jaclynn@avonwalk.org.



Additional Sponsorship Level Information

Premiere Sponsor (\$8,500)

- Logo placement on Closing Ceremony t-shirts given out to all participants at the finish line on April 22, 2012
- Tent (10x10) at Wellness Village campsite or Closing Ceremony (site-dependent) for sampling products on the Avon Walk for Breast Cancer Houston
 - Opportunity to sample and pass out pre-approved giveaway to Avon Walk participants
- Verbal recognition and acknowledgment during Opening and Closing Ceremony on April 21-22, 2012
- Visual recognition and acknowledgment on slide during Opening and Closing Ceremony on April 21-22, 2012
- Logo on all local Avon Walk communications (e-blasts, newsletters, etc.)
- Category exclusivity
- Logo on Local Sponsor banner displayed at Avon Walk Event Eve, Wellness Village and Closing Ceremony on April 20-22, 2012
- Logo and link on Houston Local Sponsors page of Avon Walk website
- Right to use "Houston Premiere Sponsor" in all promotions and public relations
- Right to use Avon Walk logo and link to www.avonwalk.org on sponsor website
- Table and signage to exhibit at Avon Walk 10th Birthday Party on February 4, 2012
 - Opportunity to sample and pass out pre-approved giveaway to attendees
- Table and signage to exhibit at Avon Walk Boot Camp on March 3, 2012
 - Opportunity to sample and pass out pre-approved giveaway to attendees
- Opportunity to host training walks, clinics or informational meetings at sponsor location

Rest Stop Sponsor (\$5,000)

- Table and signage (provided by sponsor) to exhibit at Rest Stop at Avon Walk on April 21 or 22, 2012
 - Opportunity to pass out pre-approved giveaway at Rest Stop
- Logo on all local Avon Walk communications (e-blasts, newsletters, etc.)
- Logo on Local Sponsor banner displayed at Avon Walk Event Eve, Wellness Village and Closing Ceremony on April 20-22, 2012
- Logo and link on Houston Local Sponsors page of Avon Walk website
- Right to use "Houston Rest Stop Sponsor" in all promotions and public relations
- Right to use Avon Walk logo and link to www.avonwalk.org on sponsor website
 - Table and signage to exhibit at Avon Walk 10th Birthday Party on February 4, 2012
 - Opportunity to sample and pass out pre-approved giveaway to attendees
 - Table and signage to exhibit at Avon Walk Boot Camp on March 3, 2012
 - Opportunity to sample and pass out pre-approved giveaway to attendees
- Opportunity to host training walks, clinics or informational meetings at sponsor location

Opening Ceremony Breakfast Sponsor

- Host breakfast at Opening Ceremony for all Avon Walk participants on Saturday, April 21, 2012
- Signage (provided by sponsor) to be displayed at Opening Ceremony breakfast tent
- Logo on all local Avon Walk communications (e-blasts, newsletters, etc.)
- Logo on Local Sponsor banner displayed at Avon Walk Event Eve, Wellness Village and Closing Ceremony on April 20-22, 2012
- Logo and link on Houston Local Sponsors page of Avon Walk website
- Right to use "Houston Opening Ceremony Breakfast Sponsor" in all promotions and public relations
- Right to use Avon Walk logo and link to www.avonwalk.org on sponsor website



Official Sponsor (\$4,000)

- Logo on all local Avon Walk communications (e-blasts, newsletters, etc.)
- Category exclusivity
- Table and signage (provided by sponsor) to exhibit at Cheering Station at Avon Walk on April 21 or 22, 2012
 - Opportunity to pass out pre-approved giveaway at Cheering Station
- Logo on Local Sponsor banner displayed at Avon Walk Event Eve, Wellness Village and Closing Ceremony on April 20-22, 2012
- Logo and link on Houston Local Sponsors page of Avon Walk website
- Right to use "Houston Official Sponsor" in all promotions and public relations
- Right to use Avon Walk logo and link to www.avonwalk.org on sponsor website
- Table and signage to exhibit at Avon Walk 10th Birthday Party on February 4, 2012
 - Opportunity to sample and pass out pre-approved giveaway to attendees
- Table and signage to exhibit at Avon Walk Boot Camp on March 3, 2012
 - Opportunity to sample and pass out pre-approved giveaway to attendees
- Opportunity to host training walks, clinics or informational meetings at sponsor location

Supporting Sponsor (\$2,500)

- Logo on Local Sponsor banner displayed at Avon Walk Event Eve, Wellness Village and Closing Ceremony on April 20-22, 2012
- Logo and link on Houston Local Sponsors page of Avon Walk website
- Right to use "Houston Supporting Sponsor" in all promotions and public relations
- Right to use Avon Walk logo and link to www.avonwalk.org on sponsor website
- Table and signage to exhibit at Avon Walk 10th Birthday Party on February 4, 2012
 - Opportunity to sample and pass out pre-approved giveaway to attendees
- Table, signage to exhibit at Avon Walk Boot Camp on March 3, 2012
 - Opportunity to sample and pass out pre-approved giveaway to attendees
- Opportunity to host training walks, clinics or informational meetings at sponsor location

Cheering Station Sponsor (\$1,000)

- Table and signage (provided by sponsor) to exhibit at Cheering Station at Avon Walk on April 21 or 22, 2012
 - Opportunity to pass out pre-approved giveaway at Cheering Station

10th Birthday Party Sponsor (\$500)

- Table and signage to exhibit at Avon Walk 10th Birthday Party on February 4, 2012
- Opportunity to sample and pass out pre-approved giveaway to attendees

Boot Camp Sponsor (\$500)

- Table and signage to exhibit at Avon Walk Boot Camp on March 3, 2012
 - Opportunity to sample and pass out pre-approved giveaway to attendees

Discount Partner

- Listing with link on Discount Partner page of Avon Walk Houston website to help Avon Walk participants prepare for the Event
 - Discount must fall within one the following categories: footwear & apparel, gear, health & wellness, gym & personal training

