

2012 Charlotte 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 10th 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 September 15, 2012.

Avon Walk for Breast Cancer Charlotte – October 27-28, 2012
Charlotte 10th Birthday Party (formerly the Great Start Party) – February 4, 2012
Charlotte Boot Camp (formerly Expo) – Date to be determined

For more information, please contact the Charlotte office at 704-377-3144 or email volunteer.charlotte@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 Oct. 28, 2012
- Tent (10x10) at Wellness Village campsite or Closing Ceremony (site-dependent) for sampling products on the Avon Walk for Breast Cancer Charlotte
 - Opportunity to sample and pass out pre-approved giveaway to Avon Walk participants
- Verbal recognition and acknowledgment during Opening and Closing Ceremony on Oct. 27-28, 2012
- Visual recognition and acknowledgment on slide during Opening and Closing Ceremony on Oct. 27-28, 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 Oct. 26-28, 2012
- Logo and link on Charlotte Local Sponsors page of Avon Walk website
- Right to use "Charlotte 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 in July/August 2012 (*date is to be determined*)
 - 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 Oct. 27 or 28, 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 Oct. 26-28, 2012
- Logo and link on Charlotte Local Sponsors page of Avon Walk website
- Right to use "Charlotte 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 in July/August 2012 (*date is to be determined*)
 - 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, Oct. 27, 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 Oct. 26-28, 2012
- Logo and link on Charlotte Local Sponsors page of Avon Walk website
- Right to use "Charlotte 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 Oct. 27 or 28, 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 Oct. 26-28, 2012
- Logo and link on Charlotte Local Sponsors page of Avon Walk website
- Right to use "Charlotte 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 in July/August 2012 (*date is to be determined*)
 - 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 Oct. 26-28, 2012
- Logo and link on Charlotte Local Sponsors page of Avon Walk website
- Right to use "Charlotte 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 in July/August 2012 (*date is to be determined*)
 - 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 Oct. 27 or 28, 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 in July/August 2012 (*date is to be determined*)
 - Opportunity to sample and pass out pre-approved giveaway to attendees

Discount Partner

- Listing with link on Discount Partner page of Avon Walk Charlotte 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

