

2012 New York Local Sponsorship Opportunities

Sponsor Benefits	Premiere \$12,500*	Rest Stop \$8,000	Opening Ceremony Breakfast	Official \$7,500	Supporting \$4,500	Cheering Station \$3,000	10th Birthday Party \$750	Boot Camp \$750	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 8, 2012.

Avon Walk for Breast Cancer New York – October 20-21, 2012
New York 10th Birthday Party (formerly the Great Start Party) – February 4, 2012
New York Boot Camp (formerly Expo) – Date to be determined

For more information, please contact the New York office at 212-586-8720 or email volunteer.newyork@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 (\$12,500)

- Logo placement on Closing Ceremony t-shirts given out to all participants at the finish line on Oct. 21, 2012
- Tent (10x10) at Wellness Village campsite or Closing Ceremony (site-dependent) for sampling products on the Avon Walk for Breast Cancer New York
 - Opportunity to sample and pass out pre-approved giveaway to Avon Walk participants
- Verbal recognition and acknowledgment during Opening and Closing Ceremony on Oct. 20-21, 2012
- Visual recognition and acknowledgment on slide during Opening and Closing Ceremony on Oct. 20-21, 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. 19-21, 2012
- Logo and link on New York Local Sponsors page of Avon Walk website
- Right to use "New York 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 June/July 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 (\$8,000)

- Table and signage (provided by sponsor) to exhibit at Rest Stop at Avon Walk on Oct. 20 or 21, 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. 19-21, 2012
- Logo and link on New York Local Sponsors page of Avon Walk website
- Right to use "New York 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 June/July 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. 20, 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. 19-21, 2012
- Logo and link on New York Local Sponsors page of Avon Walk website
- Right to use "New York 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 (\$7,500)

- 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. 20 or 21, 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. 19-21, 2012
- Logo and link on New York Local Sponsors page of Avon Walk website
- Right to use "New York 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 June/July 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 (\$4,500)

- Logo on Local Sponsor banner displayed at Avon Walk Event Eve, Wellness Village and Closing Ceremony on Oct. 19-21, 2012
- Logo and link on New York Local Sponsors page of Avon Walk website
- Right to use "New York 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 June/July 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 (\$3,000)

- Table and signage (provided by sponsor) to exhibit at Cheering Station at Avon Walk on Oct. 20 or 21, 2012
 - Opportunity to pass out pre-approved giveaway at Cheering Station

10th Birthday Party Sponsor (\$750)

- 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 (\$750)

- Table and signage to exhibit at Avon Walk Boot Camp in June/July 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 New York 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

