

AVON WALK FOR BREAST CANCER

2012 Santa Barbara Local Sponsorship Opportunities

Sponsor Benefits	Premiere \$10,000*	Rest Stop \$6,500	Opening Ceremony Breakfast & Coffee	Official \$5,000	Supporting \$3,500	Cheering Station \$2,000	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 and/or coffee for Avon Walk participants			✓						
Opportunity to display signage at breakfast & coffee 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 August 11, 2012.

Avon Walk for Breast Cancer Santa Barbara – September 22-23, 2012

Santa Barbara 10th Birthday Party (formerly the Great Start Party) – February 4, 2012

Santa Barbara Boot Camp (formerly EXPO) – Date to be determined

For more information, please contact the Santa Barbara office at 323-931-3003 or email volunteer.santabarbara@avonwalk.org. For more information with regards to supporting multiple Avon Walks across the country, please contact jaclynn@avonwalk.org.

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Additional Sponsorship Level Information

Premiere Sponsor (\$10,000)

- Logo placement on Closing Ceremony t-shirts given out to all participants at the finish line on September 23, 2012
- Tent (10x10) at Wellness Village campsite or Closing Ceremony (site-dependent) for sampling products on the Avon Walk for Breast Cancer Santa Barbara
 - Opportunity to sample and pass out pre-approved giveaway to Avon Walk participants
- Verbal recognition and acknowledgment during Opening and Closing Ceremony on September 22-23, 2012
- Visual recognition and acknowledgment on slide during Opening and Closing Ceremony on September 22-23, 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 September 21-23, 2012
- Logo and link on Santa Barbara Local Sponsors page of Avon Walk website
- Right to use "Santa Barbara 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 (*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 (\$6,500)

- Table and signage (provided by sponsor) to exhibit at Rest Stop at Avon Walk on September 22 or 23, 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 September 21-23, 2012
- Logo and link on Santa Barbara Local Sponsors page of Avon Walk website
- Right to use "Santa Barbara 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 (*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 & Coffee Sponsor

- Host breakfast and/or coffee at Opening Ceremony for all Avon Walk participants on Saturday, September 22, 2012
- Signage (provided by sponsor) to be displayed at Opening Ceremony breakfast & coffee 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 September 21-23, 2012
- Logo and link on Santa Barbara Local Sponsors page of Avon Walk website
- Right to use "Santa Barbara 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

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Official Sponsor (\$5,000)

- 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 September 22 or 23, 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 September 21-23, 2012
- Logo and link on Santa Barbara Local Sponsors page of Avon Walk website
- Right to use "Santa Barbara 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 (*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 (\$3,500)

- Logo on Local Sponsor banner displayed at Avon Walk Event Eve, Wellness Village and Closing Ceremony on September 21-23, 2012
- Logo and link on Santa Barbara Local Sponsors page of Avon Walk website
- Right to use "Santa Barbara 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 (*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 (\$2,000)

- Table and signage (provided by sponsor) to exhibit at Cheering Station at Avon Walk on September 22 or 23, 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 (*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 Santa Barbara 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

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