



Sponsorship Opportunities



The Hemophilia Walk is NHF's largest event dedicated to finding better treatments and cures for bleeding and clotting disorders, and to preventing the complications of these disorders through awareness, education, advocacy and research.

Established in 1948, NHF is the premier organization in the U.S. serving the bleeding and clotting disorders community. Now in its 62nd year, NHF continues to be a vital resource for prevention education and provides a network of support for Americans living with bleeding disorders and their families.

What: 2010 Hemophilia Walk

When: Sunday, October 24, 2010. 9:00 A.M. – 12:00 P.M.

Where: Fisher College of Business Courtyard
The Ohio State University
2100 Neil Ave.
Columbus, OH 43210

Who: Kindra Hill, Event Manager
Central Ohio Chapter of NHF
(614) 429-2121
khill@hemophilia.org

National Presenting Sponsor:

Baxter
BioScience

Other National Sponsors:

 **Bayer HealthCare**
Pharmaceuticals

 **Pfizer** Specialty Care

Talecris
BIOTHERAPEUTICS

Sponsorship Opportunities

LOCAL SPONSORSHIP OPPORTUNITIES

{Please Note: The following Local Sponsorship Opportunities are open to multiple sponsors.}

LOCAL PRESENTING SPONSOR \$10,000

- Opportunity to be a host at a Post-Thank You Recognition Event for volunteers and chapter leadership.
- Local Presenting Sponsor of the Walk on all walk brochures and posters.
- Logo printed prominently at the top of the back of Walk T-shirts.
- Name prominently mentioned in all press releases produced for the event.
- Prominent recognition in pre and post-event mailings to the supporters of the Walk.
- Prominent recognition at the Kickoff Event.
- Logo displayed at the Kickoff Event.
- Logo prominently displayed at the start-end point at Walk.
- Information booth at Walk.
- Logo prominently displayed on the Walk website.

PLATINUM SPONSOR – WALK LUNCH SPONSOR \$7,500

- Opportunity to be a Walk Lunch Sponsor at the Walk event.
- Prominent recognition as a Walk Lunch Sponsor at the Walk event.
- Name and logo displayed near the lunch area at the Walk event.
- Recognition at the Kickoff Event.
- Logo placed on all walk brochures and posters.
- Logo highlighted on the back of Walk T-shirts.
- Name prominently mentioned in all press releases produced for the event.
- Logo displayed at the start-end point at Walk.
- Information booth at Walk.
- Logo prominently displayed on the Walk website.

GOLD SPONSOR \$5,000

- Logo prominently listed in the walk brochures and posters.
- Logo prominently placed on the back of Walk T-shirts.
- Name included in all press releases produced for the event.
- Recognition at the Kickoff Event.
- Logo displayed at the start-end point at Walk.
- Information booth at Walk.
- Logo displayed on the Walk website.

SILVER SPONSOR \$2,500

- Logo listed in the walk brochures and event posters.
- Logo printed on the back of Walk T-shirts.
- Recognition at the Kickoff Event.
- Logo displayed at the start-end point at Walk.
- Logo displayed on Walk website.

BRONZE SPONSOR \$1,000

- Name listed in walk brochures and event posters.
- Logo printed on the back of Walk T-shirts.
- Recognition at the Kickoff Event.
- Logo displayed on Walk website.

SUPPORTER \$500

- Name listed in walk brochures and event posters.
- Name printed on the back of Walk T-shirts.
- Logo displayed on Walk website.

KILOMETER SPONSOR \$250

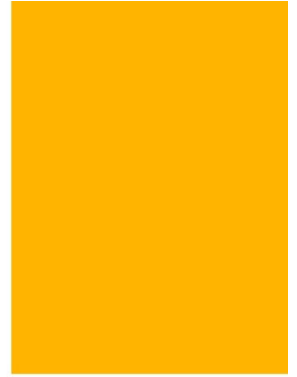
- Name placed on Kilometer sign along Walk route.
- Logo displayed on Walk website.

OTHER SPONSORSHIP OPPORTUNITIES

IN-KIND SPONSOR (VALUE MUST BE \$500+)

- Logo displayed in walk brochures and event posters.
- Logo printed on the back of the Walk T-shirts.
- Logo displayed on Walk website.

Local chapters also welcome in-kind donations to their Walk events. In-kind donations can be product, equipment and/or service donations. Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation (which should total a \$500+ value). For more information on sponsorship opportunities, please contact Kindra Hill at 614-429-2121 or via email at khill@hemophilia.org.



Bring smiles to the faces of children affected by a bleeding disorder!!!

The Central Ohio Hemophilia Walk expects to draw 500 participants, many of which will be children who have a bleeding disorder or are related to someone that has one. In either case, their lives are affected by a bleeding disorder.

One of the things we'd like to offer to children participating in the Hemophilia Walk is an area set aside just for them. We'll have face painters, balloon artists, entertainers, bounce houses, and a variety of games and activities. But in order to offer all of this, we need your help!

Will you sign on as the one and only official Kid Zone Sponsor? The cost for this unique sponsorship opportunity is \$5,000 and includes the following benefits:

- Company logo prominently displayed on signage that is placed at the entrance to the Kid Zone
- Company logo listed in the walk brochures and event posters
- Company logo prominently placed on the back of Walk t-shirts
- Company name included in all press releases produced for the event
- Recognition at the pre-event Kickoff Party
- Information booth or display located near the Walk start/finish location
- Logo displayed on the Walk website

The deadline to commit to becoming the Kid Zone Sponsor is August 1, 2010 (payment can be made at a later date). Please contact Kindra Hill by phone at (614) 429-2121 or by e-mail at khill@hemophilia.org for more information.

Food Court Sponsor

The Central Ohio Hemophilia Walk expects to draw 500 participants who will work up an appetite at this fun, family orientated event. To thank and energize our participants we would like to offer them a food court that will satisfy all for the entire event. Coffee and hot chocolate with bagels for walk registration; fresh fruit and granola bars to munch on along the walk routes; and lunch items to refuel after a beautiful autumn walk through the Ohio State University campus. But in order to do this, we need your help!

Will you sign on as the one and only official Food Court Sponsor? The cost for this unique sponsorship opportunity is \$2,500 and includes the following benefits:

- Company logo prominently displayed on signage that is placed in the Food Court area
- Company logo prominently placed on the back of the Walk t-shirts
- Logo listed in the walk brochures and event posters
- Recognition at the pre-event Kickoff Party
- Logo displayed at the start-end point at Walk
- Logo displayed on Walk website

The deadline to commit to becoming the Food Court Sponsor is August 1, 2010 (payment can be made at a later date). Please contact Kindra Hill by phone at (614) 429-2121 or by e-mail at khill@hemophilia.org for more information.



Team Photo Sponsor

The Central Ohio Hemophilia Walk expects to draw 500 participants to the beautiful campus of The Ohio State University. To commemorate the day, we'd like to offer free team photos to each of the team captains. Our intention is to create something that they will see as a keepsake and display in their home. But in order to do this, we need your help!

Will you sign on as the one and only official Team Photo Sponsor? The cost for this unique sponsorship opportunity is only \$1,000 and includes the following benefits:

- Company logo prominently displayed on the team photos given to all of the team captains
- Company logo displayed prominently on signage placed at the team photo location(s).
- Name listed in walk brochures and event posters
- Company logo placed on the back of Walk t-shirts
- Recognition at the pre-event Kickoff Party
- Logo displayed on the Walk website

The deadline to commit to becoming the Team Photo Sponsor is August 1, 2010 (payment can be made at a later date). Please contact Kindra Hill by phone at (614) 429-2121 or by e-mail at khill@hemophilia.org for more information.



Volunteer Center Sponsor

The Central Ohio Hemophilia Walk expects to draw 500 participants and more than 100 volunteers. An event of this scope and popularity requires all hands on deck to ensure that attendees have a fun and rewarding experience. Volunteers can lend their time in many areas including the Kids' Zone, along the walk route as course monitors, and manning the many different tables from walk gear to registration.

One of the things we'd like to offer our walk volunteers is an area dedicated just for them. A place where they can sign in for their shift, store their belongings, rest their feet, and refuel with food and drink. But in order to offer all of this to our volunteers, we need your help!

Will you sign on as the one and only official Volunteer Center Sponsor? The cost for this unique sponsorship opportunity is \$1,000 and includes the following benefits:

- Company logo prominently displayed on volunteer t-shirts
- Company logo prominently displayed on signage at the Volunteer Center area
- Name listed in walk brochures and event posters
- Company logo placed on the back of Walk t-shirts
- Recognition at the pre-event Kickoff Party
- Logo displayed on the Walk website

The deadline to commit to becoming the Volunteer Center Sponsor is August 1, 2010 (payment can be made at a later date). Please contact Kindra Hill by phone at (614) 429-2121 or by e-mail at khill@hemophilia.org for more information.

The Corporate Heroes Program

An innovative workplace giving program

Offering the same benefits as traditional corporate sponsorships, the Corporate Heroes program is an innovative option for companies (especially ones who have already committed their 2010 dollars but still want to participate) that desire to encourage employees to become active in the community.

The simplicity of the program can be explained in three steps:



Your company commits to sponsor the Hemophilia Walk at \$1,000, \$2,500, \$5,000 or \$10,000.



Your employees raise money themselves to support the Hemophilia Walk.



Your company pays only the difference between what your employees raise and what you committed to in step 1.

If your employees raise more than what you committed to, then they and your company get to claim “superhero” status! All “superhero” companies will receive special recognition at the Walk and in post-event materials.

If you have any questions, please feel free to contact us at the Central Ohio Chapter of the National Hemophilia Foundation. “Lunch & Learn” sessions on the Corporate Heroes program are available to your company and employees. You can reach the Event Managers, Kindra Hill by telephone at 614-429-2121 or by e-mail at khill@hemophilia.org.



2010 LOCAL SPONSORSHIP OPPORTUNITIES

Yes, we are proud to support the National Hemophilia Foundation by sponsoring the Central Ohio Hemophilia walkathon. We hereby authorize NHF to include our corporate name and logo on the Hemophilia walkathon walk brochure, event poster and event T-shirt consistent with our sponsorship selection below.

Local Sponsorship Opportunities	Amount
<input type="checkbox"/> Local Presenting Sponsor	\$10,000
<input type="checkbox"/> Platinum Sponsor – Walk Lunch Sponsor	\$7,500
<input type="checkbox"/> Gold Sponsor	\$5,000
<input type="checkbox"/> Kids' Zone Sponsor (Limit 1)	
<input type="checkbox"/> Silver Sponsor	\$2,500
<input type="checkbox"/> Food Court Sponsor (Limit 1)	
<input type="checkbox"/> Bronze Sponsor	\$1,000
<input type="checkbox"/> Team Photo Sponsor (Limit 1)	
<input type="checkbox"/> Volunteer Center Sponsor (Limit 1)	
<input type="checkbox"/> Supporter	\$500
<input type="checkbox"/> Kilometer Sponsor	\$250

___ Check here if your company would like to participate in the Corporate Heroes program (min. \$1,000).

___ Check here if your donation is an in-kind service or product (we will follow up with you).

NAME: _____

COMPANY: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: _____ FAX NUMBER: _____

CONTACT EMAIL ADDRESS: _____

OUR CHECK IS ENCLOSED

PLEASE INVOICE US

To ensure that your company logo is included on the collateral walkathon materials please return this form to the following address by August 1, 2010. There are a variety of other corporate sponsorship opportunities available after the initial logo deadline. You can also send a copy of your logo on disk, or e-mail a high-resolution jpeg.

Please send your completed form, contribution, and high resolution logo to:

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 Central Ohio Chapter of NHF
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 Columbus, OH 43212
 614-429-2121, khill@hemophilia.org