



**MEDICAL MUTUAL**

**WALK SPONSORSHIP OPPORTUNITIES**



Join The Diversity Center of Northeast Ohio on Saturday, May 4, 2019 as we present the 17<sup>th</sup> Annual Walk, Rock & Run, one of Northeast Ohio's largest diversity celebrations. Generously hosted by the Rock & Roll Hall of Fame, the Great Lakes Science Center, and the USS Cod, you can join over 6,000 walkers and runners at this free, family-friendly event. Sponsorship offers a tremendous opportunity to build brand loyalty, attract new customers and showcase your commitment to diversity and inclusion, while supporting our School and Youth Programming.

	Presenting Sponsor \$25,000	Partner Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$3,500	Silver Sponsor \$2,500	Bronze Sponsor \$1,500
<b>Media and Print Exposure</b>						
Company appearances on WKYC – TV3	✓	✓				
Recognition in press releases	Large logo	Medium logo	Small logo	x-small logo	Name only	
Acknowledgement on promotional materials, and flyers	Large logo	Medium logo	Small logo	x-small logo		
Acknowledgement on radio ads and PSA's	✓	✓				
<b>Web and Online Exposure</b>						
Recognition on website	Large logo	Medium logo	Small logo	x-small logo	Name only	Name only
Social media promotion	Custom Story	Custom Post	Custom Post	Group Post	Group Post	
Acknowledgement in Diversity Center e-newsletter	Large logo	Medium logo	Small logo	x-small logo	Name only	
<b>Day of Event Exposure</b>						
10 x 10 tent on the Rock Hall Plaza	✓	✓				
Media interview and appearances	✓					
Company logo on commemorative t-shirt	Large logo	Medium logo	Small logo	x-small logo	Name only	
Company logo on event day banners and signage	Large logo	Medium logo	Small logo	x-small logo	Name only	Name only
Acknowledgement over PA	✓	✓	✓			
Stage time for company representative	✓					
Mile marker acknowledgement	✓	✓	✓	✓		
Kids tent sponsorship			✓			
<b>Additional Benefits</b>						
Customized registration for your company	✓	✓				
All registered participants gain free entry into Rock and Roll Hall of Fame, Great Lakes Science Center and USS COD	✓	✓	✓	✓	✓	✓

Please Print Company/Individual Name exactly as you wish it to be listed in print and media

Company Name: \_\_\_\_\_ Sponsorship Level: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

All logos must be received by April 1, 2019 for inclusion on commemorative t-shirt.

Yes! I'm interested in setting up a team to support The Diversity Center. Each company will need a team captain. Please sign up below to build a team! Prizes for the top fundraising team and individual.

Team Captain Name: \_\_\_\_\_ Team Captain Phone: \_\_\_\_\_

Team Captain E-mail: \_\_\_\_\_

**MEDIA SPONSORS**



**PARTNER SPONSORS**



Additional information



Since 1927, The Diversity Center of Northeast Ohio has been committed to eliminating bias, bigotry and racism. Our goal is to help individuals and organizations recognize, understand, appreciate, leverage, and celebrate diversity.

Did you know:

- In 2016, there were 892 hate groups operating across the country – a 14% increase over the previous year.
- The Cleveland Metropolitan School District has one of the highest attempted suicide rates in the country at 20% (compared nationally at 10%)

The Diversity Center is working to counteract those statistics by creating communities where all people are connected, respected and valued. Since September 2018 we have served 14,394 students, 4,205 educators, 21 organizations, and 6 universities across 11 counties. Our programs create more inclusive environments so students, educators and professionals can learn and become positive change agents in their communities, schools, and organizations.

Your participation and support help sustain our transformative School & Youth programming that empowers youth and youth serving professionals each year. These programs increase cultural competency, build leadership skills, and create inclusive environments that foster learning and educational success.

### **TEAM CAPTAIN INFORMATION**

#### **As a Team Captain:**

- You will have fun while supporting a great cause. Raise money for The Diversity center Walk, Rock & Run through your employees.
- Nominate a Company Team Captain that can recruit, support, and motivate employees that will participate in this event and be personal advocates for the mission of The Diversity Center, taking part in the fundraising leading up to the Walk, Rock & Run.
- Make a difference as a company, team build and bond, create a competitive yet fun environment by having fundraising contests across departments.

The Diversity Center will support the Team Captain (s) with a Team Captain “game plan” guide, posters to grab co-workers attention, a goal setting/fundraising strategy session with a Diversity center staff member, online registration support, and Team Captain Support for kick-off initiatives and or informational sessions.

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Thank you for stepping up to be a team captain for the 17<sup>th</sup> Annual Walk, Rock & Run.

Your commitment to Walk, Rock & Run and The Diversity Center truly shows your commitment to diversity and inclusion.

#### **Email, Mail or Fax the sponsorship form to:**

The Diversity Center: 3659 Green Rd. Suite 220, Cleveland, OH 44122  
Cierra Hilson 216-752-3000 (phone) | 216-752-4974 (fax)  
[chilson@diversitycenterneo.org](mailto:chilson@diversitycenterneo.org)

#### **Additional information**

