

### **Corporate Sponsorship Opportunities**

**Platinum Sponsor-** Includes the following at Step Up Walks in Kansas City and Columbia (optional), and expects to reach over 1,500,000 people.

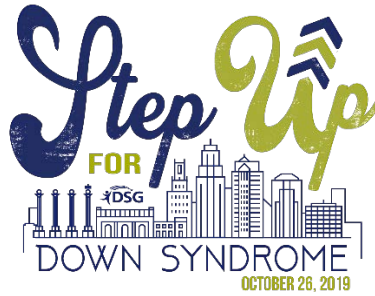
#### **Pre/Post Event Benefits**

- Public relations opportunities with DSG (television and/or radio interviews)
- Company logo on over 250 Team Videos, estimated to reach over 1,500,000 people
- Marketing opportunities at t-shirt pickup day on October 19<sup>th</sup> at DSG (attended by approximately 500 people)
- Company logo on Walk website (accessed by over 7,500 people)
- Company logo on DSG website and 2-page spread in company newsletter (received by over 3,000 households)
- 6 targeted company social media posts and tags on DSG social media outlets (over 13,000 followers)
- Sponsor E-blast to DSG community
- Additional promotional/marketing ideas considered and welcomed
- Follow up meeting to include analytics of number of impressions with sponsor logo/information

#### **Event Day Benefits**

- Opportunity to join DSG at any available television or radio interviews
- Up to 30' x 30' space in premier vendor location, allowing opportunity to engage with over 10,000 people
- Giveaways at event (optional)
- Photo opportunities created to use in company marketing materials
- Check presentation at event
- Raffle item to be awarded on stage after check presentation (optional)
- Signage along walk path
- Giveaway at finish line to individuals/families (coupon, gift card, etc.) (optional)
- DSG will collaborate with company for a sponsor-desired action step from attendees
- Other promotional/marketing ideas considered

Platinum Sponsorship: \$15,000



**Gold Sponsor**- Includes the following at Step Up Walks in Kansas City and Columbia (optional), and expects to reach over 70,000 people.

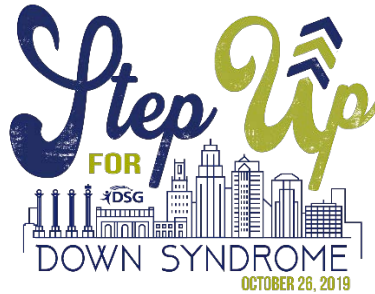
**Pre/Post Event Benefits**

- Marketing opportunities at t-shirt pickup day on October 19<sup>th</sup> at DSG (attended by approximately 500 people)
- Company logo on Walk website (accessed by over 7,500 people)
- 4 targeted company social media posts and tags on DSG social media outlets (over 13,000 followers)
- Company logo on DSG website and 1-page spread in company newsletter (received by over 3,000 households)
- Sponsor E-blast to DSG community
- Follow up meeting to include analytics of number of impressions with sponsor logo/information

**Event Day Benefits**

- Up to 20' x 20' vendor space in secondary vendor location, allowing opportunity to engage with over 10,000 people
- Giveaway at event (optional)
- Check presentation
- Logo on back of shirt (near top of shirt)
- Signage along walk path
- Giveaway at finish line to individuals/families (coupon, gift card, etc.) (optional)
- DSG will collaborate with company for a sponsor-desired action step from attendees
- Other promotional/marketing ideas considered

Gold Sponsorship: \$10,000



**Silver Sponsor-** Includes the following at Step Up Walks in Kansas City and Columbia (optional), and expects to reach over 50,000 people.

**Pre/Post Event Benefits**

- 2 targeted company social media posts and tags on DSG social media outlets (over 13,000 followers)
- Marketing opportunities at t-shirt pickup day on October 19<sup>th</sup> at DSG (attended by approximately 500 people)
- Sponsor E-blast to DSG community
- Follow up meeting to include analytics of number of impressions with sponsor logo/information

**Event Day Benefits**

- 15' x 15' space at Walk, allowing opportunity to engage with over 10,000 people
- Giveaway at event (optional)
- Logo on back of t-shirt
- Signage along walk path
- Giveaway at finish line to individuals/families (coupon, gift card, etc.) (optional)
- DSG will collaborate with company for a sponsor-desired action step from attendees

Silver Sponsorship: \$5,000

**Supporting Sponsor-** Includes the following at Step Up Walks in Kansas City and Columbia (optional), and expects to reach over 25,000 people.

**Pre/Post Event Benefits**

- Targeted company social media posts and tags on DSG social media outlets (over 13,000 followers)
- Sponsor E-blast to DSG community
- Follow up meeting to include analytics of number of impressions with sponsor logo/information

**Event Day Benefits**

- 10' x 10' space at Walk, allowing opportunity to engage with over 10,000 people
- Giveaway at event (optional)
- Logo on back of t-shirt
- DSG will collaborate with company for a sponsor-desired action step from attendees

Supporting Sponsorship: \$2,500