



CURE SMA WALK-N-ROLL

2020 SPONSORSHIP OPPORTUNITIES





Through this event we got to know people in the SMA community, which made us feel included and supported.

-Barbara Smith-White walks in honor of her grandson, Micah, who has SMA.



21 Drug Programs in Development



300+ Events Hosted Each Year to Raise Funds and Awareness



120,000 Cure SMA Families and Supporters Around the World



80 Million Dollars Invested in Research



36 Chapters Around the Country



100% Increase in Government Funding for SMA Research Over the last Decade



100+ Institutions received Cure SMA Research Grants



Over 3,600 Families Received Direct Services and Support each Year

ABOUT OUR WALK-N-ROLL PROGRAM

Each year, the Cure SMA Walk-n-Roll Program brings together thousands of people in more than 45 communities across the country to help us lead the way towards a world with out Spinal Muscular Atrophy.

Walk-n-Rolls are fun, inclusive, family-friendly events that bring together the SMA Community-including those affected by the disease, family, friends, neighbors and co-workers- to raise funds and awareness for critical SMA Research and patient care programs.

Nashville Walk-n-Roll
Sunday, October 25th, 2020
Centennial Park
Nashville, TN

OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Through the Walk-n-Roll Program, Cure SMA offers companies a partnership to enhance positive corporate image as a brand that gives back, substantial advertising opportunities on event materials, exposure to our attendees on a deeper and more meaningful level that often isn't apparent in paid advertisements, and the chance to increase your companies reach to new families, and reconnect with current and past clients.

| BENEFITS | PRESENTING \$3,000 | PLATINIUM \$2,000 | GOLD \$1,000 | SILVER \$500 | BRONZE \$250 |
|--|-----------------------|----------------------|-----------------|-----------------|-----------------|
| COMPANY REPRESENTATIVE TO ADDRESS ATTENDEES | | | | | |
| OPPORTUNITY TO HOST A PARTICIPANT ENGAGEMENT ACTIVITY OR EXHIBIT TABLE | | | | | |
| SPECIAL RECOGNITION DURING OPENING ADDRESS | | | | | |
| INCLUDE PRODUCT/PROMOTIONAL MATERIALS IN PARTICIPANT BAGS | | | | | |
| SPECIAL RECOGNITION OF COMPANY SPONSORSHIP ON LOCAL SOCIAL MEDIA OUTLETS | 2 POSTS | 2 POSTS | 1 POST | 1 POST | |
| LOGO/NAME RECOGNITION ON EVENT T-SHIRTS | LOGO | LOGO | LOGO | NAME | NAME |
| LOGO/NAME WITH HYPERLINK ON EVENT WEBSITE | LOGO | LOGO | LOGO | LOGO | NAME |
| LOGO/NAME ON ALL EVENT COLLATERAL AND PROMOTIONAL MATERIALS | LOGO | LOGO | LOGO | LOGO | NAME |
| COMPLIMENTARY EVENT REGISTRATIONS WITH EVENT T-SHIRTS | 6 | 5 | 4 | 2 | 1 |



CORPORATE TEAMS

Can't sponsor this year? Consider forming a Corporate Walk-n-Roll Team! Forming a team is a great way to promote team building and engage your employees in a family-friendly, fun activity that supports a great cause – curing SMA.

SPONSORSHIP CONFIRMATION FORM

Thank you for your support! Please fill out the form below to acknowledge your sponsorship. Please list your company name exactly how it should appear on promotional materials. The deadline for confirmation forms and payments are due by 09/19/2020

Please submit your logo in EPS or vector format to melanie.lindsay@curesma.org

Please contact Melanie Lindsay at 847.709.6351 or melanie.lindsay@curesma.org with any questions.

Sponsor Company: _____

Sponsor Company Representative Name: _____

Position/Title: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Sponsorship Amount: Bronze \$250 Silver \$500 Gold \$1,000 Platinum \$2,000 Presenting \$3,000

Signature: _____ Date: _____



Register or Donate online:
events.curesma.org/NashvilleWalk

PLEASE MAKE CHECKS PAYABLE TO CURE SMA



MAIL TO:

Cure SMA
925 Busse Rd
Elk Grove Village, IL, 60007