



Epilepsy Florida hosts walks to raise awareness of epilepsy in cities across the state of Florida. This is an occasion for friends, family, and loved ones of those living with epilepsy to come together, organize a team, and walk to support the cause. These events are a staple in the Florida epilepsy community and are highly attended; they also receive considerable media coverage due to their associated range of activities, vendors, and sponsors.

## Sponsorship Opportunities

### STATEWIDE & TRI-COUNTY

#### STATEWIDE 50th CELEBRATION MATCH

Match first \$50,000 raised

Receive all the below benefits **PLUS**:

- Match Sponsor monthly recognition on social media and website
- Volunteer sponsor: exclusive volunteer shirt logo
- Registration area sponsor: logo on lap tops, tent signage, and banners
- Exclusive fan program sponsor
- Exclusive photo booth sponsor

#### TITLE SPONSOR

\$35,000

Receive all the below level benefits **PLUS**:

- Exclusive statewide recognition as title sponsor
- Opportunity for company representative to speak briefly at events or present awards at the walks
- Quote in the press release
- 30 second video advertisement

#### PRESENTING SPONSOR

\$25,000

Receive all the below level benefits **PLUS**:

- Exclusive statewide recognition as presenting sponsor
- Signage with corporate logo at different areas around the event (maximum 3) in person
- Presenter on stage or virtually

#### DIAMOND SPONSOR

\$20,000

Receive all the below level benefits **PLUS**:

- At the virtual event, receive a 30 second slot for a print digital advertising

#### PLATINUM SPONSOR

\$15,000

##### ✓ Advertising/Public Relations

- Company name listed in select promotional material including but not limited to flyers, brochures and t-shirts
- Company's logo on the event website
- Recognition on EFL Social Media sites (Facebook, Instagram, LinkedIn, Twitter)
- Statewide recognition via EFL marketing campaigns
- Exclusive company logo with major logo presence in all promo materials, including but not limited to flyers, brochures, t-shirts, website, fundraising webpage and social media
- Named as a sponsor on all broadcast media (whenever possible)
- Company logo and link on event webpage

##### ✓ Event Day-of Promotions

- In Person: Vendor table and chairs (with tent if outdoors) with opportunity to showcase products at the event of your choice. At the virtual event, receive a 30 second slot for a print digital advertising
- On-stage/online recognition during the events
- Name of corporate sponsor near the stage or online

##### ✓ Use of Epilepsy Florida Logo

- License to use the EFL logo with your company's marketing efforts related to the event (pending usage approval)
- Opportunity to offer promotions related to the events

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## Sponsorship Opportunities

### LOCAL EVENT

#### GOLD SPONSOR

\$10,000

Receive all the below level benefits **PLUS:**

- Recognition on EFL Social Media sites (Facebook, Instagram, LinkedIn, Twitter)
- Signage with corporate logo at different areas around the event (1)

#### SILVER SPONSOR

\$5,000

Receive all the below level benefits **PLUS:**

- On-stage/online recognition during the events
- Name of corporate sponsor near the stage or online

#### BRONZE SPONSOR

\$2,500

##### ✓ Advertising/Public Relations

- Company name listed in select promotional material, including but not limited to flyers, brochures, and T-shirts
- Company logo on the event website

##### ✓ Event Day-of Promotions

- In Person: Vendor table and chairs (with tent if outdoors) with opportunity to showcase products at the event of your choice. At the virtual event, receive a 30-sec. slot for a digital advertisement

##### ✓ Use of Epilepsy Florida Logo

- License to use the EFL logo with your company's marketing efforts related to the event (pending usage approval)
- Opportunity to offer promotions related to the events

#### SURROGATE SPONSOR

\$250

Want to be seen, but not be at the event? Send us your picture and we'll put your face on a stick, which will be held up by a walker during the walk. Don't want to be pictured? We'll add your name to a face template.

- Name recognition on sponsor board
- Group photo posted on EFL's Instagram, Facebook, and website

#### DIGITAL AD SPONSOR

\$150

Receive a 10-sec. slot for a digital advertisement during EFL's virtual walk.

- This can be a message in support/honor/memory of someone special in your life (e.g., "We are so proud of John Doe! Love, The Doe Family")

## Underwriting Opportunities

*All underwriters will be recognized on EFL's sponsor board*

#### STARTING OR FINISH LINE SPONSOR

\$3,000

- Name and logo at the starting line or finish line

#### WATER SPONSOR

\$3,000

- Custom label with name or logo on all water bottles

#### MEDAL SPONSOR

\$1,500

- Name or logo on medal ribbon

#### AWARDS SPONSOR

\$1,000

- Name or logo on award
- Mention as sponsor during presentation

