



WALKATHONS: COMMUNITY IMPACT, GENEROUS RESULTS

Southeastern Guide Dogs is gearing up for our 33rd annual Walkathon season in a big way! We hope to break the Guinness World Record for the most dogs wearing bandanas at a single event. We're encouraging the community to bring their dogs to this free, fun-filled, family-friendly celebration. Proceeds from these 3K walks help us breed, raise, train, and match our amazing dogs with people with vision loss and veterans with disabilities.

Our Southeastern Guide Dogs Walkathons attract major business sponsorships, creating visibility, buzz, and a tail-wagging reputation for participating organizations. Walkathons take place in **Tampa, St. Petersburg, Orlando, Fort Myers, and the Suncoast**, encompassing both Manatee and Sarasota counties.

Your Walkathon sponsorship places you front and center amidst hundreds of potential clients and customers as they walk their dogs, visit sponsor booths, enjoy delicious food and live entertainment, indulge in our beer garden, and shop. You'll find plenty of positive exposure, community outreach, and an opportunity to shine as a caring and generous business with a heart for our community.

Join us and change the world, one dog at a time.





\$250 Route Marker Sponsor

You'll receive vendor space at Walkathon, your logo on the Walkathon website and your name on a route marker at Walkathon

\$500 Banner Sponsor

You receive all above amenities plus, your name on a large banner and the option to sponsor a water station. *Limit 3 per event.*

\$1,500 Courage Sponsor

You receive all above amenities plus your logo on event t-shirts and promotional materials, emails, and social media platforms. Your tent, table, and chairs will be provided at the Walkathon should you wish to be a vendor.

\$2,500 Loyalty Sponsor

You receive all above amenities plus prime sponsor visibility, enhanced brand recognition on print and social media platforms, invitations to a Southeastern Guide Dogs commencement ceremony and to the post-Walkathon celebration plus your group of 10 is invited to the Southeastern Guide Dogs campus for a guided tour.

\$5,000 Independence Sponsor

You receive all above amenities plus you get to name a Southeastern Guide Dogs puppy or sponsor a student scholarship! At the Independence level, you will receive a robust array of amenities and plenty of verbal recognition at Walkathon.



INDEPENDENCE SPONSOR \$5,000

Featured Amenities

- Name a Southeastern Guide Dogs puppy and follow its journey OR support a student scholarship
- Prime vendor placement at Walkathon event (tent, table, chairs provided)
- Verbal recognition at Walkathon event

Brand Recognition

- Your logo displayed on Walkathon event t-shirts
- Your logo displayed on individual banner, individual route marker, Walkathon event thank you banner, and Walkathon event poster.
- Complimentary event t-shirts, tumblers, etc.

Social Recognition

- Your logo displayed on Walkathon web page and linked to your company page
- Your logo displayed on Walkathon email communications
- Your company highlighted on Southeastern Guide Dogs social media platforms

Additional Amenities

- Invitation to post-Walkathon celebration event on 05/25/2019
- Invitation to a Southeastern Guide Dogs commencement ceremony
- Guided walking tour of Southeastern Guide Dogs campus (up to 10 people)



LOYALTY SPONSOR

\$2,500

Featured Amenities

- Vendor space at Walkathon event (tent, table, chairs provided)
- Verbal recognition at Walkathon event

Brand Recognition

- Your logo displayed on Walkathon event t-shirts
- Your logo displayed on individual banner, individual route marker, Walkathon event thank you banner, and Walkathon event poster
- Complimentary event t-shirts, tumblers, etc.

Social Recognition

- Your logo displayed on Walkathon web page and linked to your company page
- Your logo displayed on Walkathon email communications
- Your company highlighted on Southeastern Guide Dogs social media platforms

Additional Amenities

- Invitation to post-Walkathon celebration event on 05/25/2019
- Invitation to a Southeastern Guide Dogs commencement ceremony
- Guided walking tour of Southeastern Guide Dogs campus (up to 10 people)



COURAGE SPONSOR

\$1,500

Featured Amenities

- Vendor space at Walkathon event (tent, table, chairs provided)
- Verbal recognition at Walkathon event

Brand Recognition

- Your logo displayed on Walkathon event t-shirts
- Your logo displayed on individual banner, individual route marker, Walkathon event thank you banner, and Walkathon event poster.
- Complimentary event t-shirts, tumblers, etc.

Social Recognition

- Your logo displayed on Walkathon web page
- Your logo displayed on Walkathon email communications
- Your company highlighted on Southeastern Guide Dogs social media platforms



BANNER SPONSOR \$500

Amenities

- Your logo on individualized banner at Walkathon event
 - Your name on individualized route marker at Walkathon event
 - Vendor space at event (provide your own tent, table & chairs)
 - Your logo on Walkathon web page
- *Option to sponsor a water station (3 stations per event)

ROUTE MARKER SPONSOR \$250

Amenities

- Your name on individualized route marker at Walkathon event
- Vendor space at Walkathon event (provide your own tent, table & chairs)
- Your logo on Walkathon web page

EVENT VENDOR \$100

Amenities

- Vendor space at Walkathon event (provide your own tent, table & chairs)
- *Vendor fee may be fulfilled by donating a portion of sales. Please complete vendor application form for consideration.

HERE'S WHY WE DO WHAT WE DO



THERESA TAYLOR & GUIDE DOG MAC

"I was born legally blind from Leber congenital amaurosis. My vision was fairly stable throughout childhood and then at about 30, it started to diminish. Even though it was difficult and I couldn't drive, I learned to adapt and it was life. But once it started to change, I had to learn how to live differently.

It's the worst feeling in the world, watching a baseball game and your son crosses home plate and someone else cheers, but you don't see him. Or your daughter says, 'Mommy, paint my nails,' and you can't. You hide your tears, put on the smile, and find a way.

I felt like I lost who I was—I'm always with someone. I've been the hermit of the neighborhood; everyone is out walking their dogs and I'm not. Now I'm able to meet the neighbors and get out without being attached to someone else. With Mac, I'm able to go out alone.

I'm overly ambitious and goal oriented. I felt like I was losing that part of me and I didn't want to. It really comes down to independence and confidence, and that's where Mac comes in."



ARMY VETERAN SEAN BROWN & SERVICE DOG PELLA

"I was in the United States Army for seven years. At home, I was quick to go from zero to a hundred. I had to bottle everything up because I wore a mask. As an announcer, broadcaster, and radio host, I had to look happy for everybody. I had to look normal.

Pella can tell when something's wrong. She can tell if I'm frustrated; she's right there calming me down. She's on it. She is probably one of the greatest things that's happened to me, outside of getting married and having my daughter. She's the change that I needed, I mean she's everything! She's a blessing, she really is, and she's my partner.

It's rare to find a genuine organization that really cares about veterans. Everybody says 'thank you for your service,' but Southeastern really means it. People say this is life changing, but it's lifesaving. No one knew how deep in the hole I really was. Southeastern Guide Dogs saved my life."



COMMITMENT FORM



Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Website: _____

Which Walkathon would you like to sponsor?

- St. Petersburg 2/23/19
- Suncoast 3/16/19
- Orlando 4/13/19
- Fort Myers 4/13/19
- Tampa 4/27/19

At which level do you wish to sponsor?

- \$5,000 Independence Sponsor
- \$2,500 Loyalty Sponsor
- \$1,500 Courage Sponsor
- \$500 Banner Sponsor
- \$250 Route Marker Sponsor
- \$100 Vendor Booth (only)

Vendor Information

Do you wish to be a vendor? Yes No

\$1,500 - \$5,000 sponsors, please select which items you would like provided for you at Walkathon:

- 10 x 10 tent 8-foot table 2 Chairs

A 10 x 10 booth space will be reserved for banner sponsors, route sponsors and vendor booths. These levels must supply their own tent, table, and chairs.

Do you need access to a power source? Yes No

Note: all vendors are required to provide their own extension cords.

Vendor locations will be assigned by staff. Prime vendor locations will be reserved for Walkathon event sponsors. Southeastern Guide Dogs reserves the right to deny vendor access.

Payment Method: Credit Card Check (payable to Southeastern Guide Dogs)

Credit Card #: _____ Exp. Date: _____ CVV: _____

Billing Address: _____ Zip: _____

Please send this completed form to:

Southeastern Guide Dogs, Walkathon | 4210 77th Street East, Palmetto, FL 34221

Fax: 941.729.6646 | Email: walkathon@guidedogs.org