Our purpose is

Support
Health & Wellness
Awareness
Respect & Dignity
Empowerment

2020

SPONSORSHIP OPPORTUNITIES
ABOUT SBANENY

The Spina Bifida Association of Northeastern New York (SBANENY) has dedicated itself to preventing Spina Bifida and enhancing the lives of all affected. Our purpose is to provide support, promote health and wellness, raise awareness, and empower consumers to live with respect and dignity. As the only chapter of our national affiliate in New York State, we respond to calls for information and support from individuals and families statewide.

SBANENY partners with local companies to further our mission and assist us in reaching those affected by Spina Bifida.

Learn more about SBANENY and Spina Bifida on our website: www.sbaneny.org.

ABOUT WALK-N-ROLL

Walk-N-Roll for Spina Bifida® is a family-friendly three mile walk event that raises critical funds, increases awareness of Spina Bifida and celebrates the accomplishments of the 166,000 Americans living with Spina Bifida. All proceeds remain local and are used for programs and services for people with Spina Bifida and their families.

Walk-N-Roll is a very meaningful and inspirational experience for everyone who participates. The event truly embodies a sense of inclusiveness and empowerment which the Spina Bifida community embraces in all that it does. On May 16, 2020 we will be holding our 10th Walk-N-Roll for Spina Bifida® in Central Park, Schenectady. These events have grown to over 300 people in attendance and help us to raise $26,000 for local programs and services. Some of our sponsors have included The Daily Gazette, 1st National Bank of Scotia, Gabriel’s Supermarket, and Mobility Works.

The Walk-N-Roll is now featuring a morning 5K! The 3rd Annual 5K for Spina Bifida takes place on May 16, 2020 prior to the Walk-N-Roll. This event continues to grow and expand each year, raising funds for local programs and services with an estimated 100 in attendance. Sponsor benefits apply to both events!

ABOUT SPONSORING

As a sponsor for the SBANENY Walk-N-Roll for Spina Bifida®, your company will benefit from inclusion in our promotional opportunities through our recruitment, fundraising, event day, and marketing efforts. Your company will also benefit from local exposure at hospitals, community stores & establishments, Walk event activities, and online.
## Sponsor Benefits

### Celebrating 10 years of the SBANENY Walk-N-Roll!

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<tr>
<th></th>
<th>Presenting</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td><strong>Pre-Event Benefits</strong></td>
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<tr>
<td>Event Naming Rights &amp; Industry Exclusivity</td>
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<tr>
<td>Media Announcements</td>
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<td>Name</td>
<td>Name</td>
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<td>Press Releases &amp; Calendar Listing</td>
<td>✓</td>
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<td>2</td>
<td>1</td>
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<tr>
<td>Walk Postcards &amp; Registration Materials</td>
<td>&quot;Presented By&quot; &amp; Logo</td>
<td>Name &amp; 50% Logo</td>
<td>Name &amp; 25% Logo</td>
<td>Logo</td>
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<tr>
<td>Social Media</td>
<td>&quot;Presented By&quot; &amp; Logo</td>
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<tr>
<td>Walk-N-Roll Website Sponsor Page</td>
<td>Logo 100%</td>
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<td>Logo included on 500 posters</td>
<td>Logo included on 100 posters</td>
<td>Logo included on 50 posters</td>
<td>Logo included on 25 posters</td>
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### Walk Day Benefits

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<tr>
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<td>✔</td>
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<tr>
<td>Event Announcements</td>
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<td>Name x2</td>
<td>Name</td>
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<tr>
<td>Complimentary Entries</td>
<td>3.5K Entries; 3 Walk-N-Roll</td>
<td>2.5K Entries; 2 Walk-N-Roll</td>
<td>1.5K Entries; 2 Walk-N-Roll</td>
<td>2 Walk-N-Roll</td>
<td>2 Walk-N-Roll</td>
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<tr>
<td>Speaking Opportunity</td>
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<tr>
<td>T-Shirt</td>
<td>&quot;Presented By&quot; &amp; Logo</td>
<td>Logo 50%</td>
<td>Logo 30%</td>
<td>&quot;Presented by&quot; &amp; Logo 20%</td>
<td>Name</td>
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<td>Event Signs</td>
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<td>Logo 5x</td>
<td>Logo 3x</td>
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### Post-Walk Benefits

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<tr>
<td>Newsletter Ad</td>
<td>1 full page ad 1 edition</td>
<td>1/2 page ad 1 edition</td>
<td>1/4 page ad 1 edition</td>
<td>Logo</td>
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</tr>
<tr>
<td>Social Media</td>
<td>&quot;Presented By&quot; All follow up posts</td>
<td>Name &amp; Logo 2x</td>
<td>Name &amp; Logo</td>
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COMMITMENT FORM

YOUR INFORMATION

COMPANY NAME: ________________________________________________________________
(as you prefer to be listed)

CONTACT NAME: ________________________________________________________________

ADDRESS: ______________________________________________________________________

EMAIL ADDRESS: __________________________________________________________________

PHONE: ___________________________ FAX: ________________________________

☐ YES, my company would like to walk/run as a team at the event! Send me team information!

20% DUAL SPONSORSHIP DISCOUNT: Do you want sponsorship benefits for the SBANENY Conference & the SBANENY Walk-N-Roll & 5K? See the attached Dual Sponsorship Commitment form for a 20% discount on both events!

SPONSORSHIP LEVEL

☐ Presenting $2,500

☐ Platinum $1,500

☐ Gold $1,000

☐ Silver $700

☐ Bronze $300

☐ I am not able to purchase a sponsorship at this time. I will purchase a 1/2 page ad in the conference program for $100.

Printing deadlines vary. Submitting your sponsorship payment early will help to ensure inclusion in the benefits!

Sponsorships submitted by March 15th are very much appreciated!

METHOD OF PAYMENT

1. ONLINE PAYMENTS: Payments for sponsorships may be made online through our website at sbaneny.org using the “Donate” button. Indicate “Conference Sponsor” and include the information requested above on this form.

2. Check/Money Order payable to Spina Bifida Association of NENY

   Please Send This Form & Payment to:
   Spina Bifida Association of NENY
   123 Saratoga Road
   Scotia, NY 12302
   Contact Julia Duff
   Phone: 518-399-9151
   Email: admin@sbaneny.org

3. For environmental reasons, please send my acknowledgment electronically to the following email address ________________________________