



# MAKING STRIDES OF WICHITA

**2024 Sponsorship Opportunities**

**Sunday, October 20, 2024 | 12pm - 3pm  
Riverfront Stadium**

275 S. McLean Blvd., Wichita, KS 67213  
[www.makingstrideswalk.org/wichitaks](http://www.makingstrideswalk.org/wichitaks)

MAKING STRIDES OF WICHITA

2024 Event Information



# Making Strides Against Breast Cancer - Wichita

*presented by:*



# Ascension Via Christi

**Sunday, October 20, 2024 | 12pm - 3pm**  
**Riverfront Stadium**

275 S. McLean Blvd., Wichita, KS 67213

**Event Registration and Donation Website**

[www.makingstrideswalk.org/wichitaks](http://www.makingstrideswalk.org/wichitaks)

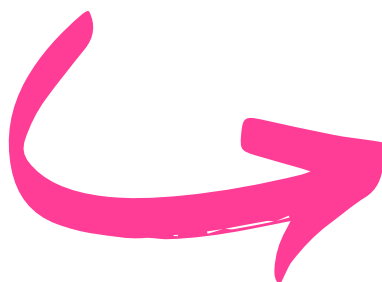
**Event Social Media**

[www.facebook.com/groups/msabcwichtaks](http://www.facebook.com/groups/msabcwichtaks)

**MSABC Participant Guide**

<http://www.makingtrideswalk.org/fundraisingguide>

**Scan for Wichita Volunteer Opportunities**



# 2024 Sponsorship Levels & Benefits

## PRESENTING SPONSOR | \$10,000



### RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Rights to promote sponsorship in company materials (American Cancer Society to provide images)
- Prominent exposure at the regional kickoff:
  - Visual recognition in the program
- Visibility on walk day:
  - Speaking opportunity during the opening program and verbal recognition throughout
  - Opportunity to display two company banners (sponsor to provide)
  - Promotional space at your Making Strides event
  - Opportunity to distribute Society-approved company products or materials

### BRAND RECOGNITION

- Naming rights on event website homepage; “Making Strides of Wichita presented by...”
- Company logo featured on:
  - Co-branded, five-foot-tall pink ribbon sign and event signage
  - All print collateral materials (such as posters and brochures)
  - Home page of the event website
- Standing recognition (includes company logo) across the Facebook timeline for your Making Strides event
- Inclusion in pre- and post-event news releases
- Opportunity to provide a branded premium item to distribute to survivors and participants

### ADDITIONAL BENEFITS

- Event will be renamed, “Making Strides Against Breast Cancer, presented by...”
- Annual impact report, highlighting value and return of sponsorship
- Access to American Cancer Society workplace wellness programs for your organization
- 10'x10' booth space



*\* The COVID-19 pandemic has impacted how the American Cancer Society safely conducts Making Strides Against Breast Cancer and other event experiences in your community. In the event that ACS is unable to deliver any of the benefits above due to alterations for public safety, comparable benefit substitutions will be provided.*

# 2024 Sponsorship Levels & Benefits



## COMMUNITY IMPACT PARTNER | \$7,500

### RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Visibility on walk day:
  - Opportunity to display one company banner (sponsor to provide)
  - Promotional space at your Making Strides event
  - Verbal recognition throughout the walk day program

### BRAND RECOGNITION

- Company logo featured on:
  - Co-branded, five-foot-tall pink ribbon sign and event signage
  - Home page of the event website
  - Facebook banner
- Recognition (includes company logo) across the Facebook timeline for your Making Strides event
- Opportunity to provide a branded premium item to distribute to survivors and participants

### ADDITIONAL BENEFITS

- Annual impact report, highlighting value and return of sponsorship
- Access to American Cancer Society workplace wellness programs for your organization
- 10'x10' booth space

## PLATINUM SPONSOR | \$5,000

### RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Verbal recognition throughout the walk day program

### BRAND RECOGNITION

- Co-branded, five-foot-tall pink ribbon sign and event signage
- Company logo featured on the sponsor page of the event website
- Recognition across the Facebook timeline for your Making Strides event
- Opportunity to provide a branded premium item to distribute to survivors and participants

### ADDITIONAL BENEFITS

- Annual impact report, highlighting value and return of sponsorship
- Access to American Cancer Society workplace wellness programs for your organization
- 10'x10' booth space



# 2024 Sponsorship Levels & Benefits

## EVENT SPONSOR OPTIONS | \$3,000 Level



### SURVIVOR AREA SPONSOR

(ONE AVAILABLE)

Our Survivor Sponsor has the opportunity to connect with many people in our community touched by breast cancer. The Survivor Sponsor is highly-publicized before and during the walk. All survivors at the event are invited to visit for special recognition and gifts, which generates solid foot traffic throughout the event.

#### Benefits

- Verbal recognition throughout the walk day program
- Company logo featured on highly visible Survivor Area on walk day
- Co-branded, 5 ft. pink ribbon sign
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition
- Opportunity to provide a branded premium item to distribute to survivors and participants
- 10'x10' booth space



### STARTING LINE SPONSOR

(ONE AVAILABLE)

Imagine your brand prominently displayed among thousands of people in our community. As the exclusive Start Line Sponsor, your organization will be significantly featured at our walk start line, highly visible to every participant as they begin the walk.

#### Benefits

- Visual recognition in the kickoff program
- Verbal recognition throughout the walk
- Company logo featured on the highly visible Start Line banner on walk day
- Co-branded, 5 ft. pink ribbon sign
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition
- Opportunity to provide a branded premium item to distribute to survivors and participants
- 10'x10' booth space



### FINISH LINE SPONSOR

(ONE AVAILABLE)

Align your organization's brand with helping save lives from breast cancer by becoming our exclusive Finish Line Sponsor. Thousands of walk participants will see your company brand front and center at the finish line as they celebrate all they have done to help save lives from breast cancer. The finish line is also a popular backdrop for photos.

#### Benefits

- Verbal recognition throughout the walk-day program
- Company logo featured on the highly visible Finish Line banner on walk-day
- Co-branded, 5 ft. pink ribbon sign
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition
- Opportunity to provide a branded premium item to distribute to survivors and participants
- 10'x10' booth space



COMPRESSION & BRACING

# 2024 Sponsorship Levels & Benefits

## EVENT SPONSOR OPTIONS | \$1,500 Level



### PINK CHAIR SPONSOR

(THREE AVAILABLE)

A giant, inflatable chair brings out the kid in all of us! As the most eye-catching display at the event, don't miss this branding opportunity for your company or organization. The photo-ops are endless.

#### BENEFITS

- Company logo featured on the inflatable pink chair
- Verbal recognition throughout the stage program on walk day
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition.

### REGISTRATION SPONSOR

(TWO AVAILABLE)

Whether folks register online or at the event, everyone has to come through the registration area. This high traffic area could proudly display your logo.

#### BENEFITS

- Company logo exclusively featured on the highly visible Registration signage on walk day
- Verbal recognition throughout the stage program on walk day
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition.



### PINK MISSION WALL SPONSOR

(ONE AVAILABLE)

At the American Cancer Society, we're very proud of our mission! We want everyone to see how your funds are making a difference in the fight against breast cancer! The Pink Mission Wall is another high traffic area that everyone loves to view.

#### BENEFITS

- Company logo exclusively featured on the highly visible Pink Mission Wall signage on walk day
- Verbal recognition throughout the stage program on walk day
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition.



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# 2024 Sponsorship Levels & Benefits

## EVENT SPONSOR OPTIONS | \$1,000 Level



### MEN WEAR PINK SPONSOR

(UNLIMITED AVAILABILITY)

Men Wear Pink is a revenue enhancer for the Making Strides Walk. Our MWP candidates commit to raising money and awareness for the cause. During the month of October, they're charged with wearing something pink every day and spreading the cheer of pink for awareness.

#### BENEFITS

- Prominent exposure on walk day
  - Sponsor logo on the MWP area
  - Verbal and visual recognition throughout the program
- Verbal recognition throughout the stage program on walk day
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition.

### ROUTE SPONSOR

(UNLIMITED AVAILABILITY)

The Making Strides walk brings together members of the community, friends, families and local companies. Along the route, your company sponsorship signs will help guide them to the finish line.

#### BENEFITS

- Company logo exclusively featured on the highly visible signage on walk day
- Verbal recognition throughout the stage program on walk day
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition.

### KICK OFF SPONSOR

(THREE AVAILABLE)

We're excited to finally bring back our local kickoff to educate our fundraising teams, recognize our sponsors and kick off the Strides season with a bang.

#### BENEFITS

- Company logo featured at the kickoff luncheon
- Verbal recognition during the kickoff
- Company logo exclusively featured on signage on walk day
- Verbal recognition throughout the stage program on walk day
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition.



## PROUD SUPPORTER SPONSOR | \$500 Level

#### BENEFITS

- Company logo exclusively featured on event and route signage on walk day
- Verbal recognition throughout the stage program on walk day
- Company logo featured on the sponsor page of the event website, event signage, and Facebook thank you and recognition.



# Making Strides of Wichita

Sunday, October 20, 2024 | 12pm - 3pm

Riverfront Stadium | Wichita, KS

[www.makingstrideswalk.org/wichitaks](http://www.makingstrideswalk.org/wichitaks)



## 2024 SPONSORSHIP COMMITMENT FORM

Business name: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone number (business): \_\_\_\_\_ Fax number: \_\_\_\_\_

Email: \_\_\_\_\_ Web address: \_\_\_\_\_

### COMMITMENT LEVEL

- \$10,000 | Presenting Sponsor
- \$7,500 | Community Impact Partner
- \$5,000 | Platinum Sponsor
- SOLD | Survivor Area Sponsor
- SOLD | Starting Line Sponsor
- SOLD | Finish Line Sponsor
- SOLD | Pink Mission Wall Sponsor
- SOLD | Registration Sponsor
- \$1,500 | Pink Chair Sponsor
- \$1,000 | Men Wear Pink Sponsor
- \$1,000 | Route Sponsor
- \$1,000 | Kick Off Sponsor
- \$500 | Proud Supporter Sponsor

### METHOD OF PAYMENT

Enclosed is my sponsorship check in the amount of \$ \_\_\_\_\_

Charge my credit card (please print clearly)

Card Type:  VISA  MasterCard  Discover  AMEX

Cardholder's name: \_\_\_\_\_

Billing address: \_\_\_\_\_

Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_ Security code: \_\_\_\_\_

Please send invoice to: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*(Please sign and retain a copy for your records.)*

Please email a logo to [Melissa.Easterberg@cancer.org](mailto:Melissa.Easterberg@cancer.org) by September 1, 2024 to ensure high-quality printing. Note, submitting a low resolution logo may require signage to be printed in text in order to maintain quality.

Please return form to the address below:

American Cancer Society, Inc.

PO Box 171335, Kansas City, KS 66117

Attention: MSABC-Wichita - E922DC

Event website: [www.MakingStridesWalk.org/WichitaKs](http://www.MakingStridesWalk.org/WichitaKs)

Name of fundraising team to be credited with this sponsorship:

\_\_\_\_\_  Not applicable

American Cancer Society, Inc.

Federal Tax ID #13-1788491

Organized under IRS 501(c)(3)

ACS Society Key: E922DC

