

REMEMBER

Will you walk for those who no longer can
and alongside those who are learning to walk again?

INSPIRE

Will you walk to finish the job that was started
by a grieving mother in 1980?

COMMIT

Will you walk to end drunk driving?



W H E N

SEPTEMBER 9, 2017

W H E R E

CRIME VICTIMS MEMORIAL PARK

W H A T T I M E

10:15 A.M. - 12:00 P.M.

2017 MADD Sponsorship Proposal

www.walklikemadd.org/elpaso

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DRUNK DRIVING ENDS HERE.

Sponsorship Opportunity

You can join Mothers Against Drunk Driving in the fight against drunk driving and play a key role in keeping our roads safe. Not only would your sponsorship help MADD fulfill its mission to stop drunk driving, help fight drugged driving, support victims, and prevent underage drinking, it also provides unparalleled exposure for your company.

We need your help to create a world where drunk driving ends. And lives don't.

WALK LIKE MADD

Walk Like MADD is our signature fundraising event to help us raise both awareness and funds to eliminate drunk driving.

Many who participate have a common bond, they know someone who has been injured or killed in a drunk driving crash, or they feel strongly about ending drunk driving.

In 2015, more than 80 cities across the nation hosted Walk Like MADD events. With every step taken and each dollar raised, we support MADD's lifesaving mission to keep our families and communities safe.



WHY WE FUNDRAISE

Funds raised through Walk Like MADD events allow MADD staff and volunteers in our community to:

- Provide emotional support and assistance with medical and legal struggles that follow a drunk driving crash.
- Conduct awareness and research-based prevention programs to stop drunk driving and underage drinking.
- Support the heroes in law enforcement who work to keep our roads safe.
Work with state and local legislators to adopt tougher laws, including requiring ignition interlocks for all DUI offenders, and close loopholes in existing laws.



REMEMBER

Will you walk for those who no longer can and alongside those are learning to walk again?

SEPTMEBER 9, 2017 – CRIME VICTIMS MEMORIAL PARK

We invite you to be part of our signature walk in its 10th year in El Paso. The event is being held on Saturday, September 9, 2017 from 10:15 am to Noon at Crime Victims Memorial Park at 610 N. Yarbrough.

YOU CAN MAKE A DIFFERENCE

Your company's involvement is key to eliminating drunk driving. As a Walk Like MADD sponsor, your employees and customers know that you are committed to helping keep them and their families safe.

Your participation and activation in Walk Like MADD plays a vital role in our efforts to eliminate drunk driving. The entire community sees your leadership and commitment to keeping our roads safe by:

- **Event Sponsorship.** There are a variety of giving levels in support of a Walk Like MADD event. An overall event sponsorship offers the most benefit, but we also offer sponsorship of specific
- **Corporate teams.** Your entire company may get involved and participate in the walk. Employees, vendors, and customers can all make your community safer by creating a Walk Like MADD team in your company's name.
- **Budget-relieving In-kind.** Every little bit helps, and that includes any in-kind donations of food, water, or event-related merchandise and supplies.

RETURN ON YOUR INVESTMENT

Not only will sponsorship help MADD fulfill our mission to eliminate drunk driving, it also provides valuable exposure for your company in our city. Your sponsorship features the highest level of recognition including:

- Reach an audience of MADD 350+ supporters and volunteers throughout El Paso.
- Brand exposure through collateral materials, website, social media and newsletters.
- High community visibility and relationships through Walk Like MADD involvement.
- Build morale and increase day-of event visibility through a Corporate Team.
- On site promotion opportunity.

GET THE WORD OUT. Tell your customers, employees and vendors that you support MADD and our life-saving work. The more people we get involved, the more people we might protect from the tragic consequences of drunk driving!

**NO MORE
VICTIMS**



Jeannette Lazaro
January 20, 2011



INSPIRE

Will you walk to finish the job that was started by a grieving mother in 1980?



Walk Like MADD El Paso, Texas	Presenting Sponsor \$5,000	Contributing Sponsor \$3,500	Supporting Sponsor \$2,500	Event Sponsor \$1,000	Friend of MADD \$500 or In-Kind
Benefits					
Category Exclusivity	★				
Receive first right of refusal for continuation of Presenting Sponsorship	★				
Exclusive On Stage Signage	★				
Opportunity to speak on stage at the event	★				
Invitation to and recognition at MADD Candlelight Vigil	★	★			
Logo prominently featured on event website, t-shirt, brochure and poster	★	★			
Media / News Release: sponsor acknowledgement	★	★			
VIP Invitation to Pre and Post Walk Events	★	★	★		
Logo featured on WLM event banner and on the Start/Finish line at the event	★	★	★		
Complimentary sponsor booth (sponsor provides tent & supplies)	★	★	★		
Logo featured on event website	★	★	★	★	
Social media recognition and event award	★	★	★	★	
Name listed on t-shirt	★	★	★	★	★
Opportunity to hang company banner at event (provided by sponsor)	★	★	★	★	★
Event Day Publicity (recognition during ceremony, stage announcements)	★	★	★	★	★
Opportunity to include material in the goody bags	★	★	★	★	★
Participation in event with complimentary registration (each includes a WLM shirt)* <i>In-kind value of \$500 or greater</i>	★ x 20	★ x 15	★ x 10	★ x 5	★ x 1
MADD presentations to staff at your site	★	★	★	★	★

COMMIT

Will you walk to end drunk driving?



This sponsorship agreement ("Agreement"), effective this _____ day of _____, 20____ (hereinafter the "Effective Date"), by and between Mothers Against Drunk Driving® ("MADD"), headquartered at 511 E. John Carpenter Freeway, Suite 700, Irving, Texas 75062, and _____ ("Sponsor"), located at _____ ("Sponsor"). The purpose of this Agreement is to allow _____ to become a local sponsor of MADD's *Walk Like MADD®* program ("the Program").

Sponsor agrees to be a local sponsor of the Program at the following level (please check one level):

✓	Levels of Sponsorship:	Amount
<input type="checkbox"/>	Presenting Sponsor	\$5,000
<input type="checkbox"/>	Contributing Sponsor	\$3,500
<input type="checkbox"/>	Supporting Sponsor	\$2,500
<input type="checkbox"/>	Event Sponsor	\$1,000
<input type="checkbox"/>	Friend of MADD	\$500

By signing this Agreement Sponsor agrees to be bound by the *Walk Like MADD* Sponsorship Terms and Conditions, attached and incorporated herein, as well as all additional terms and conditions set forth in the *Walk Like MADD* Sponsorship Proposal, including but not limited to the benefits related to each sponsorship level, which is hereby incorporated in this Agreement.

Payment and Benefits Terms

The parties agree that Sponsor's payment to MADD at the level indicated above must be submitted to MADD no later than 60 days following the Effective Date of this Agreement. The parties further agree that if Sponsor receives any or all of the benefits that Sponsor shall be entitled to per this Agreement prior to submitting its required sponsorship payment in full, Sponsor shall be obligated to pay to MADD the fair market value of the benefits received by Sponsor. NOTWITHSTANDING ANY OTHER TERMS OF THIS AGREEMENT, SPONSOR SHALL PAY TO MADD THE FULL AMOUNT OF ITS SPONSORSHIP OBLIGATION NO LATER THAN 30 DAYS PRIOR TO THE SPONSORED EVENT. To process payment immediately, please provide the following information:

____ Please use my credit card: (**please circle one**) AMEX MASTER CARD VISA DISCOVER

Credit Card #: _____ Exp. Date: _____

____ Sponsor will pay by check Check received: _____
Date Check Number

____ Company

____ Company Representative - Title Date

____ Address Email

____ City State Zip

____ Phone Number Fax Number

____ Printed Name Signature

WALK LIKE MADD SPONSORSHIP
TERMS AND CONDITIONS

1. Term. This Agreement shall begin on the Effective Date set forth above and end at the conclusion of the scheduled local *Walk Like MADD*[®] event (the "Event").
2. Use of Sponsor Marks. Sponsor grants Mothers Against Drunk Driving ("MADD") a non-exclusive, royalty free license to use the Sponsor's name, logos, and marks ("Sponsor Marks") as approved by Sponsor, as mutually agreed upon, and for no other purpose.
3. Use of MADD Marks. MADD grants Sponsor a non-exclusive, royalty free license to use the MADD name, logo, and marks ("MADD Marks") as approved by MADD, solely for display in connection with Sponsor's sponsorship of the Event, or as otherwise mutually agreed upon by MADD and Sponsor, and for no other purpose.
4. Assignment and Sublicense. (a) MADD shall not sublicense or transfer the use of the Sponsor Marks to any person or entity, or otherwise permit a third party to use Sponsor Marks for any purpose not authorized by this Agreement. MADD recognizes that there is great value to Sponsor in the Sponsor Marks and in the good will associated therewith; that nothing in this Agreement gives MADD any interest or property rights in the Sponsor Marks, except the right to use the Sponsor Marks as specifically set forth herein.

(b) Sponsor represents and warrants that there is no known legal impediment to the use of the Sponsor's name, logos, or marks as contemplated in this agreement.
5. Sponsorship Payment and Benefits. (a) The parties agree that Sponsor's payment to MADD at the level indicated above must be submitted to MADD no later than sixty (60) days following the Effective Date of this Agreement. The parties further agree that if Sponsor receives any or all of the benefits that Sponsor shall be entitled to per this Agreement prior to submitting its required sponsorship payment in full, Sponsor shall be obligated to pay to MADD the fair market value of the benefits received by Sponsor. NOTWITHSTANDING ANY OTHER TERMS OF THIS AGREEMENT, SPONSOR SHALL PAY TO MADD THE FULL AMOUNT OF ITS SPONSORSHIP OBLIGATION NO LATER THAN THIRTY (30) DAYS PRIOR TO THE SPONSORED EVENT.

(b) It is mutually understood that MADD is a tax-exempt entity under Section 501(c)(3) of the internal revenue code and that this Agreement and any additional terms and conditions set forth in the *Walk Like MADD* Sponsorship Proposal, including but not limited to the benefits related to each sponsorship level, hereto will not include any obligations for MADD that are unrelated to its charitable purpose or that would subject any payments, donations (in-kind or otherwise) or other valuable consideration made or provided to MADD under this Agreement to tax as income from a business activity unrelated to said charitable purpose.
6. Indemnity. Sponsor agrees to indemnify, hold harmless and, at MADD's request, defend MADD and its directors, officers, employees, and agents against losses and expenses of any nature (including but not limited to reasonable attorneys' fees and costs of suit) resulting from the performance of this Agreement and that are directly attributable to the gross negligence or willful misconduct of Sponsor, its employees or other representatives.
7. Event Cancellation. MADD will use its commercially best efforts to conduct the Event on scheduled date; however MADD, its directors, officers, employees, and agents shall not be responsible for damages that result from delays or postponements of the Event due to circumstances beyond its reasonable control. In the event that the Event does not take place, Sponsor's contribution set forth above shall be treated as a donation to MADD and shall not be refunded.
8. Governing Law. This Agreement shall be governed, construed and enforced in accordance with and subject to the laws of the state of Texas, except that any conflict of laws rule of Texas that may require reference to the law of some other jurisdiction other than Texas law shall be disregarded.
9. Entire Agreement. This Agreement and any additional terms and conditions set forth in the *Walk Like MADD* Sponsorship Proposal, including but not limited to the benefits related to each sponsorship level, contain the entire agreement between the parties hereto and supersedes any and all prior agreements, arrangements or understandings between the parties relating to the subject matter of this Agreement. No oral understandings, statements, promises or inducements contrary to the terms of this Agreement exist, and each party hereto expressly disclaims reliance upon any facts, promises or representations made by any other party, or its agents, services or attorneys, prior to the date of execution of this Agreement. This Agreement cannot be amended, modified, altered or qualified except by a subsequent agreement in writing personally signed by all parties hereto.