



Into the Light™ Walk 2007
Sunday evening, September 30, 2007
Cleveland Metroparks Zoo



Underwriting Opportunities Form

Lead Sponsor \$15,000

- Logo and presenting sponsorship acknowledgment in all print material (including cover of 20,000 registration brochures, 2,500 posters and T-shirts).
- Sponsor's name and logo printed prominently at the top of the back of the Walk T-shirts.
- Sponsor's name and logo prominently displayed on Walk website.
- Prominent sponsorship acknowledgment in all press releases and interviews.
- Prominent sponsorship acknowledgment in pre and post event mailings.
- Sponsorship prominently recognized at the opening ceremony at the Walk.
- Sponsor's banner may be prominently displayed at start of Walk.
- Twenty five complimentary team T-shirts and 25 Walk registrations.
- Suicide prevention program tailored to meet the needs of sponsoring organization.
- Sponsor may have an information booth/tent at Walk and the opportunity to develop promotional campaigns tied to the event.

Sponsor \$10,000

- Logo and sponsorship acknowledgment in all print material (including 20,000 registration brochures, 2,500 posters and T-shirts).
- Sponsor's name and logo highlighted on the back of the Walk T-shirts.
- Sponsor's name and logo displayed on Walk website.
- Sponsorship acknowledgment in all press releases and interviews.
- Sponsor recognized at the opening ceremony at the Walk.
- Sponsor's banner may be prominently displayed at start of Walk.
- Twenty complimentary T-shirts and 20 Walk registrations.
- Sponsor may have an information booth/tent at Walk.

Sponsor \$5,000

- Logo and sponsorship acknowledgment in all print material (including 20,000 registration brochures, 2,500 posters and T-shirts).
- Sponsor's name and logo highlighted on the back of the Walk T-shirts.
- Sponsor's name and logo displayed on Walk website.
- Sponsorship acknowledgment in all press releases and interviews.
- Sponsor recognized at the opening ceremony at the Walk.
- Sponsor's banner may be prominently displayed at start of Walk.
- Ten complimentary T-shirts and 10 Walk registrations.

Sponsor \$2,500

- Logo and sponsorship acknowledgment in all print material (including 20,000 registration brochures, 2,500 posters and T-shirts).
- Five complimentary T-shirts and five Walk registrations.

Sponsor \$1,000

- Sponsorship acknowledgment on banner at post-Walk ceremonies.
- Three complimentary T-shirts and three Walk registrations.



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Underwriting Reservation Form

To insure that your company logo is included on the walker brochures and posters, please return this form by April 1, 2007. We will then contact you about artwork for the printed materials.

Yes, we are happy to support the 4th annual Into the Light™ Walk to bring depression and suicide prevention Into the Light™. We authorize SPEA to include our name/logo on all Walk printed materials consistent with the sponsorship selected below.

- \$15,000 Lead Sponsor
- \$10,000 Sponsor
- \$5,000 Sponsor
- \$2,500 Sponsor
- \$1,000 Sponsor
- We look forward to the Walk and enclose a tax-deductible donation of \$_____.
- We're unable to attend the Walk, but enclose a tax-deductible donation of \$_____.



NAME OF PERSON COMPLETING THIS FORM: _____

Company Name: _____

Company Executive: _____

Title: _____

Contact Phone Number: (_____) _____

Contact Fax Number: (_____) _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

- Please send Invoice
- Check is enclosed, made payable to SPEA