Southeastern Guide Dogs is gearing up for our annual Walkathon season in a big way! We’re encouraging the community to bring their dogs to these free, fun-filled, family-friendly celebrations. Proceeds from the 3K walks help us breed, raise, train, and match our amazing dogs with people with vision loss, veterans with disabilities, and children with significant challenges such as vision loss or the loss of a parent in the military.

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, the Suncoast, the Emerald Coast, and Gainesville.

Your Walkathon sponsorship places you front and center amidst thousands of potential clients and customers as they walk their dogs, visit sponsor booths, enjoy delicious food and live entertainment, 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.

Presented by

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

GuideDogsWalkathon.org
PRESENTING SPONSOR
$100,000

Featured Amenities
• Industry exclusivity for 2021 Walkathon events
• Name a Southeastern Guide Dogs puppy and follow its journey OR support a student scholarship
• Prime vendor placement at all Walkathon events (tent, table, chairs provided)
• Verbal recognition and opportunity to speak onstage at all Walkathon events
• Your logo and/or company name featured in select print and radio campaigns
• Team building kick-off at your location
• First right of refusal for 2022 Walkathon sponsorship

Brand Recognition
• Logo exclusivity on commemorative bandanas
• Your logo prominently displayed on all event t-shirts
• Your logo prominently displayed on all Walkathon event signage and promotional materials
• Complimentary Walkathon event t-shirts, tumblers, etc.

Social Recognition
• Your logo prominently displayed on all Walkathon web pages and linked to your company page
• Your logo prominently displayed on all Walkathon email communications
• Your company highlighted on Southeastern Guide Dogs social media platforms

Additional Amenities
• Invitation to a Southeastern Guide Dogs virtual commencement ceremony
• Your personalized company video on the Walkathon webpage
• Virtual Walkathon Facebook Live video and you will receive verbal recognition.

***COVID19- For all sponsors, $1,500 and up - If outdoor events are not permissible, the Walkathons will become Virtual events. Your route marker will be featured in our Virtual Walkathon Facebook Live video and you will receive verbal recognition.
SIGNATURE SPONSOR
$25,000

Featured Amenities
• Name a Southeastern Guide Dogs puppy and follow its journey OR support a student scholarship
• Prime vendor placement at all Walkathon events (tent, table, chairs provided)
• Verbal recognition and opportunity to speak at all Walkathons
• Team building kick-off at your location

Brand Recognition
• Your logo prominently displayed on all event t-shirts
• Your logo prominently displayed on all Walkathon event signage and promotional materials
• Complimentary event t-shirts, tumblers, etc.

Social Recognition
• Your logo prominently displayed on all Walkathon web pages and linked to your company page
• Your logo prominently displayed on all Walkathon email communications
• Your company highlighted on Southeastern Guide Dogs social media platforms

Additional Amenities
• Invitation to a Southeastern Guide Dogs virtual commencement ceremony
• Your personalized company video on the Walkathon webpage

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RAFFLE SPONSOR
$15,000

Featured Amenities
- Logo exclusivity on 250,000 printed raffle tickets
- Verbal recognition and opportunity to draw the winning raffle ticket onstage at each Walkathon event
- Name a Southeastern Guide Dogs puppy and follow its journey OR support a student scholarship
- Prime vendor placement at all Walkathon events (tent, table, chairs provided)
- Team building kick-off at your location

Brand Recognition
- Your logo displayed on all event t-shirts
- Your logo displayed on all Walkathon event signage and promotional materials
- Complimentary event t-shirts, tumblers, etc.

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

Additional Amenities
- Invitation to a Southeastern Guide Dogs virtual commencement ceremony
- Your personalized company video on the Walkathon webpage

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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, sponsor 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 a Southeastern Guide Dogs virtual commencement ceremony
• Your personalized company video on the Walkathon webpage

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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, sponsor 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 you company page
• Your logo displayed on Walkathon email communications
• Your company highlighted on Southeastern Guide Dogs social media platforms

Additional Amenities
• Invitation to a Southeastern Guide Dogs virtual commencement ceremony
• Your personalized company video on the Walkathon webpage

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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, sponsor 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

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**BANNER SPONSOR**  $500

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

**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)
JOHN BUTLER & SERVICE DOG RICK
As an Air Force F-15 crew chief, John Butler helped to generate around-the-clock coverage of the skies during 9/11, and his base sent the first two jets to the Twin Towers. As an Intelligence Analyst with over 375 combat missions, he helped to decipher and ferret out combatant enemies. But a traumatic brain injury, post-traumatic stress disorder, and orthopedic injuries ended his 26-year military career.

John shut himself down from the outside, but as a husband and a father to teenage daughters, he wanted his life back. “With my panic attacks, I didn’t like to go out; it was embarrassing,” he says. Now he’s been matched with an attentive service dog named Rick, his battle buddy. “He watches me,” John says. “It seems like he feels my pain; he slows down for me, matching my stride.” Rick has helped push John beyond his usual limits. “He’s everything I hoped for in a service dog,” he says.

BELLA & GUIDE DOG DIXIE
Like many teens, Bella’s days are filled with classes, homework, and friends. But unlike her classmates, Bella is legally blind. With no peripheral vision and little depth perception, she once fell down her high school’s concrete stairs, injuring herself. Bullies sometimes tripped her, knocked her cane away, or leapt in front of her to startle her.

On a field trip to Southeastern Guide Dogs, Bella approached a staff member and asked, “I want a guide dog . . . how long do I have to wait?” This determined teen became our first youth guide dog program recipient, and she’s been matched with Dixie, a smart, affectionate goldador. Now Bella and Dixie are inseparable. Dixie guides Bella to classes, and classmates make way for her beautiful dog. “Dixie makes travel so much easier,” Bella says. “Now I have freedom to do what I want to do without relying on other people. And I can walk as fast as I’ve always wanted to without having to worry.”
COMMITMENT FORM

Company Name: _____________________________________________________________

Contact Name: _______________________________________________________________________

Phone: ___________________________ Email: _______________________________________

Website: _______________________________________________________________________

Which Walkathon would you like to sponsor?

- ☐ Suncoast 3/6/21  
- ☐ St. Petersburg 3/20/21  
- ☐ Orlando 4/10/21  
- ☐ Emerald Coast 4/10/21  
- ☐ Gainesville 4/17/21  
- ☐ Tampa 4/24/21  
- ☐ Fort Myers TBD

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

$100-$500 sponsors: A 10 x 10 booth space will be reserved. You must supply your 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 I 4210 77th Street East, Palmetto, FL 34221
Fax: 941.729.6646 I Email: walkathon@guidedogs.org

Signature __________________________________________ Date: ____________________________

All donations are tax deductible as allowed by law. A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free within the state, 800-435-7352. Registration does not imply endorsement, approval, or recommendation by the state. Registration number CH4075.
$100 Vendor Space

$250 Route Marker Sponsor
You 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 the above amenities plus your name on a large individualized banner and on the sponsor thank-you banner.

$1,500 Courage Sponsor
You receive all the 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 the above amenities plus prime sponsor visibility, enhanced brand recognition on print and social media platforms, an invitation to a Southeastern Guide Dogs virtual commencement ceremony. You will also receive a personal company video posted on the Walkathon website.

$5,000 Independence Sponsor
You receive all the 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.
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Independence Sponsor ($5,000)</th>
<th>Loyalty Sponsor ($2,500)</th>
<th>Courage Sponsor ($1,500)</th>
<th>Banner Sponsor ($500)</th>
<th>Route Marker Sponsor ($250)</th>
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</thead>
<tbody>
<tr>
<td><strong>Pre-Event Recognition</strong></td>
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<td>Event Posters</td>
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<td>Email Blasts</td>
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<td>Verbal Recognition</td>
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<td>Tent Space in Vendor Village</td>
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<td><strong>Post-Event Recognition</strong></td>
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<td>Personalized video on the Walkathon webpage</td>
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<td>Name a Puppy OR Sponsor a Student</td>
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**$100 Vendor Space**

Tent space in vendor village

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GuideDogsWalkathon.org