



 **accesswalk**
S E A T T L E

2024 **SPONSORSHIPS**

2024

ACCESS WALK PROJECTIONS

EVENT
SCALE

Over **500** participants

TARGET
AUDIENCE

Individuals who
value **reproductive rights**

FUNDS
RAISED

\$250K+

INCREASED
REACH

100K+ communications reach
(ads/blog/posts/newsletter)
to the greater Seattle area

\$25K

**PRESENTING
SPONSORSHIP**

one available

BENEFITS

Exclusive and highest level of sponsorship.

This sponsor is prominently featured in all promotional materials, press releases, and before/during/after the event.

- Featured acknowledgment in all media promotions leading up to and after the event.
 - Featured placement in all ads and marketing materials leading up to the event.
 - Name and logo will be featured in a highlight article.
 - Featured logo will be displayed as a clickable link on the Access Walk website.
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PROMOTION

**EVENT
VISIBILITY**

- Name and logo will be featured on the big screen on the event day.
- Logo featured on event banners, materials, and event signage.
- Featured acknowledgment in all scripting at the event.
- Opportunity to speak at the opening of the race.

\$15K
EVENT
CATEGORY
SPONSORSHIP

BENEFITS

Sponsors a specific aspect of the event.

This provides visibility associated with a key element of the event.

- Main Stage
 - Registration
 - Green Team sponsorship
 - Volunteer tent sponsorship
 - Other specific activity sponsorship
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PROMOTION

- Prominent acknowledgment in all media promotions and marketing leading up to and after the event.
 - Name and logo will be included in a highlight feature in the newsletter.
 - Prominent logo will be displayed as a clickable link on the Access Walk website.
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EVENT
VISIBILITY

- Name and logo will be prominently displayed on the big screen on the event day.
- Logo prominently displayed on signage and materials related to the sponsored category.
- Name will be recognized in the scripting at the event.

\$10K MILESTONE MARKER SPONSORSHIP

BENEFITS

Sponsorship of specific markers along the walk route.

This can include branded signage and recognition. Examples of markers:

- Distance markers
 - Timeline markers
 - Activation stations
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PROMOTION

- Name recognition will be displayed in media promotions.
 - Name will be included in a highlight feature in the newsletter.
 - Name recognition will be displayed as a clickable link on the Access Walk website.
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EVENT VISIBILITY

- Name will be displayed on the big screen on the event day.
- Logo prominently displayed on sponsored event markers.

\$8K

**PARTNER OF
ACCESS WALK
SPONSORSHIP**



BENEFITS

Sponsors the production of an event item, ensuring high visibility as participants utilize the items before, during and after the event. Examples of event items:

- Logo on participant T-shirts
 - Merchandise
 - Goodie bags
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PROMOTION

- Name recognition will be displayed in media promotions.
 - Name will be included in a highlight feature in the newsletter.
 - Name recognition will be displayed as a clickable link on the Access Walk website.
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**EVENT
VISIBILITY**

- Name will be displayed on the big screen on the event day.
 - Logo prominently displayed on sponsored event items.
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OTHER

This sponsorship level closes June 1.

\$5K

FRIENDS OF ACCESS WALK SPONSORSHIP

BENEFITS & VISIBILITY

- Name will be displayed on the big screen on the event day.
- Name recognition will be displayed in media promotions.
- Name will be included in a highlight feature in the newsletter.
- Name recognition will be displayed on the Access Walk website.

\$TBD

IN-KIND SPONSORSHIP

BENEFITS & VISIBILITY

- Value of benefits will be matched by the value of the In-Kind sponsorship level.
- Refer to the sponsorship levels above.
- Sponsors can contribute goods or services that are valuable to the event, such as catering, event equipment, printing services, or merchandise.
- This allows sponsors to support the event without a monetary contribution



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