

Atlanta 2-Day Walk for Breast Cancer



Produced By
It's The Journey Inc.[®]



The Atlanta 2-Day Walk for Breast Cancer is the flagship event of It's The Journey, Inc. The 2 day, 30 mile event consists of a 20 mile walk on Saturday, and a 10 mile walk on Sunday. Since 2003, the 2-Day Walk has raised \$13 million and awarded 271 grants to breast health and breast cancer programs in Georgia. The 2017 Atlanta 2-Day Walk for Breast Cancer will be held November 11-12, 2017 in downtown Atlanta. We invite you to join our team in the fight against breast cancer in Georgia.

JOIN OUR TEAM.
Sponsor. Walk. Volunteer.
HOW WILL YOU MAKE A DIFFERENCE?

**It's The Journey, Inc., a 501(c)(3) charitable organization
and the producers of the Atlanta 2-Day Walk for Breast Cancer**

ATLANTA 2-DAY WALK FOR BREAST CANCER SPONSORSHIP OPPORTUNITIES



Presenting Sponsor

AS A \$50,000 PRESENTING SPONSOR FOR THE ATLANTA 2-DAY WALK FOR BREAST CANCER, A COMPANY WILL RECEIVE :

- Prominent recognition by banners and signs at the 2017 Atlanta 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo prominently displayed on the 2-Day Walk Victory T-Shirt
- Inclusion in It's The Journey, Inc.'s press releases
- An invitation to It's The Journey's Grantee Celebration in March of 2018
- An opportunity to present at Opening or Closing Ceremonies
- A feature piece on the Atlanta 2-Day Walk blog
- Promotion via our social media campaign, including Facebook and Twitter
- 40 complimentary walker registrations (\$150/person) with fundraising goals of \$1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 40 Atlanta 2-Day Walk Victory T-Shirts
- One mile marker with company logo on Saturday AND Sunday
- Two seats at the head table at Saturday Night Dinner

Pink Ribbon

AS A \$25,000 PINK RIBBON SPONSOR FOR THE ATLANTA 2-DAY WALK FOR BREAST CANCER, A COMPANY WILL RECIEVE :

- Prominent recognition by banners and signs at the 2017 Atlanta 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo prominently displayed on the 2-Day Walk Victory T-Shirt
- An invitation to It's The Journey's Grantee Celebration in March of 2018
- A feature piece on the Atlanta 2-Day Walk blog
- Promotion via our social media campaign, including Facebook and Twitter
- 25 complimentary walker registrations (\$150/person) with fundraising goals of \$1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 25 Atlanta 2-Day Walk Victory T-Shirts
- One mile marker with company logo on Saturday or Sunday



ATLANTA 2-DAY WALK FOR BREAST CANCER SPONSORSHIP OPPORTUNITIES



Saturday Night Dinner Sponsor

AS A \$20,000 SATURDAY NIGHT DINNER SPONSOR FOR THE ATLANTA 2-DAY WALK FOR BREAST CANCER, A COMPANY WILL RECEIVE

- Recognition by signage at the 2017 Atlanta 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo displayed on the 2-Day Walk Victory T-Shirt
- An invitation to It's The Journey's Grantee Celebration in March of 2018
- Sponsorship signage at Saturday Night Dinner both outside of ballroom and on large screens inside of ballroom
- 10 Saturday Night Dinner invitations (1 reserved table)
- Promotion via our social media campaign, including Facebook and Twitter
- 10 complimentary walker registrations (\$150/person) with fundraising goals of \$1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 10 Atlanta 2-Day Walk Victory T-Shirts

Hero

AS A \$15,000 HERO SPONSOR FOR THE ATLANTA 2-DAY WALK FOR BREAST CANCER, A COMPANY WILL RECEIVE:

- Prominent recognition by banners and signs at the 2017 Atlanta 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo prominently displayed on the 2-Day Walk Victory T-Shirt
- An invitation to It's The Journey's Grantee Celebration in March of 2018
- Promotion via our social media campaign, including Facebook and Twitter
- 15 complimentary walker registrations (\$150/person) with fundraising goals of \$1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 15 Atlanta 2-Day Walk Victory T-Shirts
- One mile marker with a company logo



ATLANTA 2-DAY WALK FOR BREAST CANCER SPONSORSHIP OPPORTUNITIES



Grantee Celebration Sponsor

As the \$10,000 Grantee Celebration Sponsor for It's The Journey, a company will receive:

- Sole Presenting Sponsor in statewide press releases for It's They Journey's Grantee Celebration
- Sole Presenting Sponsor on e-mailed Grantee Celebration save the date
- Sole Presenting Sponsor on printed invitation for Grantee Celebration
- Exclusive recognition on signage at the 2017 It's The Journey Grantee Celebration
- A company logo on It's The Journey's website
- 10 tickets to the 2017 It's The Journey Grantee Celebration Dinner in March, 2017



Shared Grantee Celebration Sponsor

As the \$5,000 Grantee Celebration Sponsor for It's The Journey, a company will receive:

- One of two Presenting Sponsors in statewide press releases for It's The Journey's Grantee Celebration
- One of two Presenting Sponsors on e-mailed Grantee Celebration save the date
- One of two Presenting Sponsors on printed invitation for Grantee Celebration
- Recognition on signage at the 2017 It's The Journey Grantee Celebration
- A company logo on It's The Journey's website
- 5 tickets to the 2017 It's The Journey Grantee Celebration Dinner in March, 2017

ATLANTA 2-DAY WALK FOR BREAST CANCER SPONSORSHIP OPPORTUNITIES



Champion

AS A \$10,000 CHAMPION SPONSOR FOR THE ATLANTA 2-DAY WALK FOR BREAST CANCER, A COMPANY WILL RECEIVE:

- Recognition by signage at the 2017 Atlanta 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo displayed on the 2-Day Walk Victory T-Shirt
- An invitation to It's The Journey Grantee Celebration in March of 2018
- Promotion via our social media campaign, including Facebook and Twitter
- 10 complimentary walker registrations (\$150/person) with fundraising goals of \$1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 10 Atlanta 2-Day Walk Victory T-Shirts

Patron

AS A \$5,000 PATRON SPONSOR FOR THE ATLANTA 2-DAY WALK FOR BREAST CANCER, A COMPANY WILL RECEIVE:

- Recognition by signage at the 2017 Atlanta 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo displayed on the 2-Day Walk Victory T-Shirt
- An invitation to It's The Journey Grantee Celebration in March of 2018
- 5 complimentary walker registrations (\$150/person) with fundraising goals of \$1,000 for 2-Day walkers and \$500 for Sunday only walkers.
- 5 Atlanta 2-Day Walk Victory T-Shirts



ATLANTA 2-DAY WALK FOR BREAST CANCER SPONSORSHIP OPPORTUNITIES



B'Rest Stop

**\$2,500 REST STOP SPONSORSHIP DURING THE
ATLANTA 2-DAY WALK FOR BREAST CANCER**

Along the route for the Atlanta 2-Day Walk for Breast Cancer, there will be 12 rest stops (B'Rest Stops in 2-Day lingo) where walkers may rest, eat, drink and receive medical attention. Bring employees, friends, and family to decorate the area in your company colors and cheer on the walkers! We will provide the refreshments, tables and supplies. Your company gets 100% visibility with each walker. Your B'Rest Stop sponsorship will be acknowledged in the following ways upon commitment:



- Recognition signage at the 2017 Atlanta 2-Day Walk for Breast Cancer
- A company logo on It's The Journey's website
- A company logo displayed on the 2-Day Walk Victory T-Shirt
- Exclusive opportunity to promote company at the B'Rest Stop

Closing Ceremonies B'Rest Stop

\$5,000 Final B'Rest Stop During the Atlanta 2-Day Walk for Breast Cancer

The final B'Rest Stop is the beginning of Closing Ceremonies. All walkers wait here to begin the final half mile to Closing Ceremonies. Walkers are here for an hour, enjoying food, fun, and games. Bring employees, friends, and family to cheer on the walkers! We will provide refreshments, tables, and supplies. Your B'Rest Stop sponsorship will be acknowledged in the following ways upon commitment:

- Recognition signage at the 2017 Atlanta 2-Day Walk for
- A company logo on It's The Journey's website
- A company logo displayed on the 2-Day Walk Victory T-Shirt
- Exclusive opportunity to promote company at the B'Rest Stop

ATLANTA 2-DAY WALK FOR BREAST CANCER SPONSORSHIP OPPORTUNITIES



Mile Marker

\$500 SIGN SPONSORSHIP DURING THE ATLANTA 2-DAY WALK FOR BREAST CANCER

Each mile of the Atlanta 2-Day Walk for Breast Cancer is highlighted by a mile marker, informing walkers of their progress through the 2-Day Walk. As a Mile Marker Sponsor, your company logo or message will be featured on the display area on the marker, and seen by over 1500 2-Day Walkers, crew, and volunteers during the 2-Day Walk. This sponsorship represents a great value for those who want every walker to see their information. Only one sponsor is featured on each marker.



ATLANTA 2-DAY WALK FOR BREAST CANCER PARTNERSHIP COMMITMENT FORM



Thank you for your support of It's The Journey, Inc. and the Atlanta 2-Day Walk for Breast Cancer. Your contribution benefits breast cancer programs throughout Georgia. Please submit this form along with your contribution and logo so we can showcase your support.

Sponsorship Opportunities

Please indicate your level of support for 2017.

- | | | |
|--|--|--|
| <input type="checkbox"/> Presenting Sponsor (\$50,000) | <input type="checkbox"/> Grantee Dinner (\$10,000) | <input type="checkbox"/> B'Rest Stop (\$2,500) |
| <input type="checkbox"/> Pink Ribbon (\$25,000) | <input type="checkbox"/> Shared Grantee Dinner (\$5,000) | <input type="checkbox"/> Final B'Rest Stop (\$5,000) |
| <input type="checkbox"/> Dinner Sponsor (\$20,000) | <input type="checkbox"/> Champion (\$10,000) | <input type="checkbox"/> Mile Marker (\$500) |
| <input type="checkbox"/> Hero (\$15,000) | <input type="checkbox"/> Patron (\$5,000) | <input type="checkbox"/> Gift-In-Kind (Value of \$_____) |

Additional details of sponsorship/gift-in-kind: _____

Name of Business: _____

Contact Person: _____ Telephone: _____

E-mail: _____ Website: _____

Enclosed is a check for \$_____ payable to It's The Journey, Inc.

Sponsor Signature: _____ Date: _____

ITJ Contact Signature: _____ Date: _____

It's The Journey, Inc.: 270 Carpenter Dr. Suite 515, Atlanta, GA 30328