



Georgia 2-Day Walk for Breast Cancer: Sponsorship Opportunities

Pink Diamond Presenting Sponsor

As a \$50,000 Pink Diamond Presenting Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Prominent recognition by banners and signs at the Georgia 2-Day Walk for Breast Cancer, including a custom pop-up banner welcoming walkers to the hotel
- “Presented By” your company on the 2-Day Walk brochure
- An opportunity to present at Opening or Closing Ceremonies at the walk
- 2 seats at the Head Table at Saturday Night Dinner at the walk
- Inclusion in It’s The Journey’s pre and post-walk press releases
- 1 B’Rest Stop on either Saturday or Sunday at the 2-Day Walk
- 2 Mile Markers with company logo, 1 each on Saturday and Sunday at the walk
- A company logo prominently displayed on the 2-Day Walk Victory Shirt
- A company logo on It’s The Journey’s website
- 4 invitations to It’s The Journey’s Giving Gala (\$150 value each) in March of the next year
- Inclusion in the Virtual 2-Day Walk App
- Opportunity to present one of It’s The Journey’s grant awards
- A feature piece on the 2-Day Walk blog
- Promotion via It’s The Journey’s social media platforms, including Facebook and Twitter
- 50 complimentary walker registrations (\$160/person value) with fundraising goals of \$1,000 for 2-day walkers and \$500 for Sunday only walkers
- 50 Georgia 2-Day walk victory t-shirts

Platinum Sponsor

As a \$40,000 Platinum Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Prominent recognition by banners and signs at the Georgia 2-Day Walk for Breast Cancer, including a custom pop-up banner welcoming walkers to the hotel
- 2 seats at the Head Table at Saturday Night Dinner at the walk
- 1 B’Rest Stop on either Saturday or Sunday at the 2-Day Walk
- 2 Mile Markers with company logo, 1 each on Saturday and Sunday at the walk
- A company logo prominently displayed on the 2-Day Walk Victory Shirt
- A company logo on It’s The Journey’s website
- 4 invitations to It’s The Journey’s Giving Gala (\$150 value each) in March of the next year
- Inclusion in the Virtual 2-Day Walk App
- Opportunity to present one of It’s The Journey’s grant awards
- A feature piece on the 2-Day Walk blog
- Promotion via It’s The Journey’s social media platforms, including Facebook and Twitter
- 40 complimentary walker registrations (\$160/person value) with fundraising goals of \$1,000 for 2-day walkers and \$500 for Sunday only walkers
- 40 Georgia 2-Day walk victory t-shirts

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Gold Sponsor

As a \$30,000 Gold Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Prominent recognition by banners and signs at the Georgia 2-Day Walk for Breast Cancer, including a custom pop-up banner welcoming walkers to the hotel
- 2 seats at the Head Table at Saturday Night Dinner at the walk
- 1 Mile Marker with company logo, on either Saturday or Sunday at the walk
- A company logo prominently displayed on the 2-Day Walk Victory Shirt
- A company logo on It's The Journey's website
- 2 invitations to It's The Journey's Giving Gala (\$150 value each) in March of the next year
- Inclusion in the Virtual 2-Day Walk App
- Opportunity to present one of It's The Journey's grant awards
- A feature piece on the 2-Day Walk blog
- Promotion via It's The Journey's social media platforms, including Facebook and Twitter
- 30 complimentary walker registrations (\$160/person value) with fundraising goals of \$1,000 for 2-day walkers and \$500 for Sunday only walkers
- 30 Georgia 2-Day walk victory t-shirts

Pink Ribbon Sponsor

As a \$25,000 Pink Ribbon Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Prominent recognition by banners and signs at the Georgia 2-Day Walk for Breast Cancer
- 2 seats at the Head Table at Saturday Night Dinner at the walk
- 1 Mile Marker with company logo, on either Saturday or Sunday at the walk
- A company logo prominently displayed on the 2-Day Walk Victory Shirt
- A company logo on It's The Journey's website
- 2 invitations to It's The Journey's Giving Gala (\$150 value each) in March of the next year
- Inclusion in the Virtual 2-Day Walk App
- A feature piece on the 2-Day Walk blog
- Promotion via It's The Journey's social media platforms, including Facebook and Twitter
- 25 complimentary walker registrations (\$160/person value) with fundraising goals of \$1,000 for 2-day walkers and \$500 for Sunday only walkers
- 25 Georgia 2-Day walk victory t-shirts

Saturday Night Dinner Sponsor

As a \$25,000 Saturday Night Dinner Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Recognition by signage at the Georgia 2-Day Walk for Breast Cancer
- Sponsorship signage at Saturday Night Dinner, both outside the ballroom

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- 10 Saturday Night Dinner invitations (1 reserved table)
- A company logo prominently displayed on the 2-Day Walk Victory shirt
- A company logo on the It's The Journey's website
- 2 invitations to It's The Journey's Giving Gala (\$150 value each) in March of the next year
- Inclusion in the Virtual 2-Day Walk App
- Promotion via It's The Journey's social media platforms, including Facebook and Twitter
- 10 complimentary walker registrations (\$160/person value) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 10 Georgia 2-Day Walk Victory shirts

Hero

As a \$15,000 Hero for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Prominent recognition by banners and signs at the Georgia 2-Day Walk for Breast Cancer
- A company logo prominently displayed on the 2-Day Walk Victory shirt
- A company logo on It's The Journey's website
- 2 invitations to It's The Journey's Giving Gala (\$150 value each) in March of the next year
- Inclusion in the Virtual 2-Day Walk App
- Promotion via our social media campaign, including Facebook and Twitter
- 15 complimentary walker registrations (\$160/person) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 15 Georgia 2-Day Walk Victory shirts

Saturday Lunch Sponsor

As the \$10,000 Saturday Lunch Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Sole recognition at the lunch site as the Saturday Lunch Sponsor
- Recognition by signage at the Georgia 2-Day Walk for Breast Cancer
- A company logo displayed on the 2-Day Walk Victory Shirt
- A company logo on It's The Journey's website
- Inclusion in the Virtual 2-Day Walk App
- Promotion via our social media campaign, including Facebook and Twitter
- 10 complimentary walker registrations (\$160/person) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 10 Georgia 2-Day Walk Victory shirts

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Champion

As a \$10,000 Champion Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Recognition by signage at the Georgia 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 Shirt
- Inclusion in the Virtual 2-Day Walk App
- Promotion via our social media campaign, including Facebook and Twitter
- 10 complimentary walker registrations (\$160/person) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 10 Georgia 2-Day Walk Victory shirts

Patron

As a \$5,000 Patron Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Recognition by signage at the Georgia 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 Shirt
- Inclusion in the Virtual 2-Day Walk App
- Promotion via our social media campaign, including Facebook and Twitter
- 5 complimentary walker registrations (\$160/person) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 5 Georgia 2-Day Walk Victory shirt

Adventure Sponsor

ITJ's next training series- called "Adventures" will begin in January 2021. Each 10-day Adventure will challenge participants to get out and complete a specified mileage by the Adventure completion date. To encourage them to train, we'll be providing Inspiration Locations and pre-planned routes for them to explore! Each Adventure will also feature a "Challenge" which encourages participants to fundraise, recruit others, etc. Adventure Sponsors have the opportunity to be placed directly in front of ITJ's online audience of over 10,000 people during their sponsored Adventure and may also have an opportunity to interact with walkers at that month's in-person training walk.*

As a \$5,000 Adventure Sponsor for the Georgia 2-Day Walk for Breast Cancer, a company will receive:

- Recognition ("presented by") in 6 social media posts promoting the Adventure over the course of the 2 weeks, as well as recognition in a blog post, our website calendar, and in the weekly e-blast during sponsored Adventure
- One Sponsored Content post during the 2021 2-Day Walk
- 1 "Mile Marker" countdown post on social media during the 2021 2-Day Walk
- A company logo on It's The Journey's website

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- A company logo displayed on the 2-Day Walk Victory Shirt
- Opportunity to interact with walkers at corresponding in-person training walk*
- 5 complimentary walker registrations (\$160/person) with fundraising goals of 1,000 for 2-Day walkers and \$500 for Sunday only walkers
- 5 Georgia 2-Day Walk Victory shirts

**Availability of in-person training walks subject to COVID-19 developments, local ordinances, and federal healthcare guidelines.*

B'Rest Stop

\$2,500 rest stop sponsorship during the Georgia 2-Day Walk for Breast Cancer

Along the route for the Georgia 2-Day Walk for Breast Cancer, there will be 12 rest stops (B'Rest Stops in 2-Day lingo) where walkers may eat, drink, rest, and receive medical attention. Bring employees, friends, and family to decorate the area in your company's 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 by signage at the Georgia 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 Shirt
- Exclusive opportunity to promote company at the B'Rest Stop

B'Rest Stop Plus Sponsorship

\$3,500 Includes all benefits of Mile Marker Sponsorship PLUS:

- (1) Milestone on the Virtual 2-Day Walk App. Milestones "unlock" after participants reach a specific distance along the virtual route.
 - Milestone is either a logo, video, or image PLUS message of their choice within the Virtual 2-Day Walk App
 - 1 Sponsored Content post on the Virtual 2-Day Walk App

Closing Ceremonies B'rest Stop

\$5,000 Final B'Rest Stop during the Georgia 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 by signage at the 2021 Georgia 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 Shirt
- Exclusive opportunity to promote company at the B'Rest Stop

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Mile Marker

\$500 Sign Sponsorship During the Georgia 2-Day Walk for Breast Cancer

- Each mile of the Georgia 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 1,500 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.

Mile Marker Plus Sponsorship

\$750- Includes all benefits of Mile Marker Sponsorship PLUS:

- Company will be featured in a post on ITJ social media channels in recognition of their mile marker sponsorship (ITJ social media audience of over 10,000 people) as we countdown to the 2021 2-Day Walk.