

Sponsorship Package

Extreme Walk 4 Diabetes “Gold Coast” Challenge



Monday, August 24nd – Monday, September 7th

Dear Prospective Sponsor,

Being one of two women who have earned my Guinness title and the only African American, I have experienced many hardships. For years competitive marathoning has been classified as a runner's sport. I earned my respect in the Marathon world by uniquely crushing stats with my signature power walk. Since the moment I hit the scene, I've demanded that the road be shared and I fittingly earned the name "Walking Diva".

Despite losing my father to diabetes years ago, it was losing my mother in 2012 to the same illness that anchored the unstoppable "Walking Diva". I was plagued with the realization that diabetes was hereditary for my family. My mind was crowded with questions of purpose. How are my current actions and accolades helping the community and making a difference in people's lives? When I die what will they say about me? In that moment Extreme Walk 4 Diabetes was born.

In honor of my parents I embarked on an amazing journey across California, starting in Corona and finishing at the American Diabetes Association Oakland office in August, 2013. The following year I raised the bar and traveled through the lowest, hottest and driest area in North America, Death Valley, during my 2014 Death Challenge in which I walked from Corona, CA to Las Vegas, NV. This year I will be walking over 500 miles from Laguna Beach CA, to San Francisco, CA in my 2015 Extreme Walk 4 Diabetes "Gold Coast" Challenge. My mission is to raise money for diabetes research and to provide support to our community by fostering education, self-reliance, confidence, and an active lifestyle in the successful management and prevention of diabetes.

The biggest impact during each challenge is the thousands of supporters who thank me for walking for their mothers, fathers, siblings, cousins and friends who suffer silently with diabetes. 1 in 3 people are affected by some type of diabetes in the United States, and it takes more lives than breast cancer and aids combined. It's time for us to speak openly about the hardships that come with diabetes.

Your sponsorship would take us one step closer to our goal. The Third Annual Extreme Walk 4 Diabetes "Gold Coast" Challenge will take place on August 24th to September 7th 2015, ending at the iconic Golden Gate Bridge in San Francisco, CA. I am dedicated to seeing my dream of finding a permanent cure for diabetes through and would appreciate your help.

I am asking for your support to make this event a success! Thank you in advance for your time and consideration.

Sincerely,



Yolanda "Walking Diva" Holder

Extreme Walk 4 Diabetes

The Event: 14 days, 550 mile walk from Laguna Beach, CA to Golden Gate Bridge in San Francisco, CA

When: Monday, August 24, 2015 to Monday, September 7, 2015

Why Become A Sponsor? Partnering with Extreme Walk 4 Diabetes and the American Diabetes Association, is not only a good community investment, it is also a good business investment!

- Align yourself with a well-respected 501(c)(3) organization with a broad base of devoted consumers.
- Create awareness of your corporate identity and portray a positive image to your current stakeholders and a new audience of potential employees and customers.

Reach: This event will be wildly promoted with reach across the nation. Publicity will include advertising, brochures, email, web, and direct contact with American Diabetes Association networks.

Cause: To raise money and awareness for the American Diabetes Association and provide support to our community by fostering education, self-reliance, confidence, and an active lifestyle in the successful management and prevention of diabetes.

Why get involved with a cause?

- 66% of adults would switch brands and 62% would switch retailers to support a cause they care about.
- 54% would pay more for a product that supports a cause that they care about.

Cone Roper Benchmark Study on Cause Related Marketing

More information is available at www.yolandaholder.com

Sponsorship Options

Higher sponsorship levels will get greater prominence on the marketing materials and active wear.

Gold Coast Sponsor – Starting Point and/or Finish line Party

We are looking for sponsors to host a kick-off or finish line celebration. Sponsor will be featured on all press, featured stories, and marketing materials.

Annette Norton Sponsor - \$5000 and above

Name/logo on finish line banner, primary logo displayed on all promotional materials, active wear, yolandaholder.com with link to your website, American Diabetes Association donation page and recognition on Yolanda Holder's blog and Facebook fan page.

James Hampton Sponsor - \$1000 and above

Name/logo displayed on all promotional materials, Name/Logo on yolandaholder.com, American Diabetes Association donation page and recognition on Yolanda Holder's blog and Facebook fan page.

Cure Sponsor - \$250 and above

Name/logo on yolandaholder.com, American Diabetes Association donation page, and recognition on Yolanda Holder's blog and Facebook fan page.

In-kind Donations

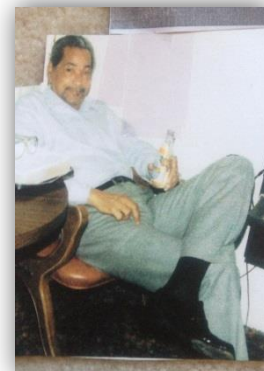
In addition to the monetary donations we would appreciate in-kind donations. The value of in-kind sponsorships will determine the level of sponsorship.

- Media Coverage
- The basic sponsor levels are described above, but allowances can be made to customize sponsorships to fit your company's objectives.
- Donations of any amount are truly appreciated

We thank you for taking the time out to review our sponsorship plans. Please select the one that is best for your company and the level of support you wish to offer towards this effort. Gold Coast Sponsors please call (951)217-9532. All sponsorships need to be confirmed on or before **Friday, August 10, 2015**.



Yolanda and her mother



Yolanda's Father Jimmy Hampton

[Click Here](#)

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