

DRUNK DRIVING ENDS HERE



2016 Sponsorship Proposal

2016 WALK LIKE MADD
& MADD DASH 5K
KERN COUNTY
Sept. 24, 2016

“The mission of Mothers Against Drunk Driving is to end drunk driving, help fight drugged driving, support the victims of these violent crimes and prevent underage drinking.”





HOW DOES YOUR SUPPORT HELP YOUR COMMUNITY?

Victim Services

MADD Victim Services supports drunk and drugged driving victims and survivors at no charge. As long as impaired driving impacts our families and friends, MADD is here to serve victims and survivors across Kern County and help them throughout their healing journey as long as they need us.

Power of You(th)

Power of You(th) is targeted to high school students to heighten awareness about safe driving practices and the facts and science behind the legal drinking age of 21. This interactive, in-person program presented in small classroom settings or assembly-style formats has proven to be very effective in generating discussions among teens about the consequences of poor choices as well as furthering our mission to prevent underage drinking.

Power of Parents

Parenting isn't an easy job, especially when it comes to alcohol, but MADD can help. Power of Parents is an educational program that helps parents have intentional, ongoing conversations with their teens to steer them clear of the dangers of underage drinking.

Victim Impact Panels

MADD believes that convicted drunk drivers need to hear directly from victims of impaired driving about the personal and preventable impact caused by crashes. Victim Impact Panels are an important avenue to provide healing for victims and remind offenders how the choice to drink and drive needlessly hurts people and entire communities.

DUI Checkpoints

MADD Kern County supports law enforcement officers on the front lines of DUI checkpoints. Each year, MADD participates in more than 200 checkpoints and provides educational information to more than 200,000 drivers.

Law Enforcement Recognition Events

MADD California hosts 7 Law Enforcement Recognition Events and 10 training events throughout the state. Annually, MADD honors more than 2,500 officers for their DUI enforcement efforts and their work to eliminate drunk and drugged driving in our communities.

2016 Kern County Walk Like MADD & MADD Dash 5K

Saturday, Sept. 24, 2016 at the Park at River Walk in Bakersfield

Sponsor Benefits	Presenting \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Friend of MADD \$500
Stage appearance and speaking opportunity during opening	✓				
Limited rights to use Walk Like MADD on company's marketing and promotional materials for one year	✓				
Company provided banner positioned at stage area	✓				
Company logo on all email blasts	✓	✓			
Logo on social media, including Facebook page	✓	✓			
Logo with hyperlink on Walk Like MADD Website	✓	✓			
Company logo (or name) listed on printed Walk materials*	✓	✓	✓		
Company named on all email blasts	✓	✓	✓		
Corporate sponsor banner with company logo (provided by MADD)	✓	✓	✓		
Company acknowledgement throughout the event	✓	✓	✓		
Logo on Walk Like MADD & MADD Dash 5K shirts	✓	✓	✓		
Company provided banner placed at water station	✓	✓	✓	✓	
Booth space at the event	✓	✓	✓	✓	✓
Business name listed on event T-shirts and event website				✓	✓

* **Deadline** to include logo on Walk Like MADD & MADD Dash 5K collateral is **March 31**. Collateral includes printed material such as save-the-date cards, event brochures and event posters.

Sponsor Registrations: Presenting = 20 registrations • Gold = 10 registrations • Silver = 5 registrations • Bronze = 2 registrations • Friend of MADD = 1 registration.

Questions and More Information: Jorge Barrientos at 661-334-4948, jbarrientos@chainlaw.com.

Web: www.walklikemadd.org/bakersfield • Facebook: Bakersfield Walk Like MADD & MADD Dash 2015