



ONE
MADD
CALIFORNIA
KERN COUNTY



2020
SPONSORSHIP
PROPOSAL



Virtual Walk

OCTOBER 10, 2020

WALKLIKEMADD.ORG/BAKERSFIELD

OUR MISSION AND A MESSAGE FROM MADD CALIFORNIA EXECUTIVE DIRECTOR



A message from
MADD California
State Executive Director
Patricia Rillera

We want to thank you for considering a partnership with MADD California. We are a high-profile non-profit organization empowered by generous donations, solid sponsorships, innovative fundraising opportunities, and collaborative partnerships. All in an effort to deliver vital programs directly to the community, at no charge.

In 2019, we have an abundance of collaborative opportunities available - designed to help you share your corporate message while positively impacting our communities. This year our line-up of events include: Walk Like MADD 5K's, Power of Youth / Power of Parents Presentations, Teen Influencer Summits, Law Enforcement Recognition Awards, Safety Galas and more!

Mothers Against Drunk Driving (MADD) always welcome the opportunity to develop new collaborative partnerships which will further our mission to end drunk and drugged driving, serve the victims /survivors of this violent crime and prevent underage drinking. In this packet, you'll find our Standards for Consideration in a partner relationship with MADD Southern California. Please review the following carefully before completing and submitting the Corporate Proposal Form.

We hope you will consider coming on board for 2020 because together we make a stronger community.

OUR MISSION

Founded in 1980, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit dedicated to:



**END
DRUNK
DRIVING**

**HELP
FIGHT
DRUGGED
DRIVING**

**PREVENT
UNDERAGE
DRINKING**

**SUPPORT
THE VICTIMS
OF THIS VIOLENT CRIME**

2020 VIRTUAL SPONSORSHIP LEVELS

At MADD, we embrace the value of our sponsors, and look to share their message in conjunction with our own. Below is a description of various tiered sponsorships available for 2020. To create custom packages for those interested, please contact us for more information. We are flexible.

BENEFITS	Presenting Sponsor \$10,000	Contributing Sponsor \$5,000	Supporting Sponsor \$2,500	Associate Sponsor \$1,000	Event Sponsor \$500	Friends of MADD In Kind	Media Sponsor TRADE
"Presented By" Category Exclusivity	•						
Logo featured on face masks given to all participants	•	•					
Video message on social media	•	•	•				
Media / News Releases: Sponsor acknowledgement	•	•	•				
Banner at bag pickup event	•	•	•	•			
Sponsors spotlight on social media platforms (non-video)	•	•	•	•			
"Sponsor" social media recognition (shareable graphic)	•	•	•	•	•		
Logo/Name featured on virtual program book and event website	•	•	•	•	•	•	•
Event day publicity (recognition during ceremony, program announcements)	•	•	•	•	•	•	•
Opportunity to include materials in the goodie bags	•	•	•	•	•	•	•
Participation in event with complimentary virtual registration. (see below)	•	•	•	•	•	•	•

Comped Sponsor Race Registrations: Presenting = 20 • Gold = 10 • Silver = 5 • Bronze = 2 • Media = 2



YOU CAN PARTNER WITH MADD KERN COUNTY

Together we can create customized programs that provide ownership and impact:

- * MARKETING SPONSORSHIPS
- * EMPLOYEE ENGAGEMENT
- * EVENT MARKETING
- * EDUCATIONAL INITIATIVES
- * ADVOCACY INITIATIVES
- * CUSTOMER DONATION PROGRAMS

MADD NATIONAL PARTNERS



TOYOTA



Nationwide®
is on your side



UBER



A FEW LOCAL PARTNERS



MADD'S REACH NATIONALLY

97%

BRAND
RECOGNITION

4B+

MEDIA
IMPRESSIONS

3M+

MEMBERS AND
SUPPORTERS

3M+

WEBSITE VISITS

560,00+

SOCIAL ENGAGEMENT

BENEFITS OF PARTNERING

- * **VISIBLE COMMUNITY PARTNERSHIPS** - Partnerships with law enforcement, the NFL, community leaders, legal professionals, healthcare workers, and victims, as well as parents and youth through our Power of Parents® and Power of Youth® underage drinking prevention programs.
- * **OPPORTUNITIES TO SHARE YOUR MESSAGE** - MADD offers an array of opportunities community events to share your brand and your message.
- * **VISIBLE COMMUNITY OUTREACH** - Opportunities for brand recognition throughout the year at schools, fairs, community events, walks, luncheons, awards banquets, and more.
- * **POSITIVE MEDIA EXPOSURE** - MADD's growing presence in social media coupled with a constant presence in the traditional media spotlight ensures brand visibility.
- * **THE MADD CRASH CAR** sends a message wherever it goes. Opportunities to have the crash car at your events and show social responsibility in your community.
- * **VOLUNTEERING AT MADD EVENTS** - Opportunities for employees to earn service hours, build comradery, and support the communities where they live and work.

ABOUT WALK LIKE MADD & MADD DASH #ONEMADDCALIFORNIA

Join Mothers Against Drunk Driving and help create a future of No More Victims®. You can play a key role in keeping our roads safe. Not only would your sponsorship help MADD fulfill its mission to end drunk driving, help fight drugged driving, support victims, and prevent underage drinking, it also provides unparalleled exposure for your company.

Walk Like MADD is our signature fundraising event to help us raise both awareness and funds to end drunk driving and fight drugged driving.

Many who participate have a common bond, they know someone who has been injured or killed in a drunk driving crash, or they feel strongly about creating a future of No More Victims®.

In 2019, more than 90 cities across the nation hosted Walk Like MADD events. With every step taken and each dollar raised, we support MADD's lifesaving mission to keep our families and communities safe.

In addition, MADD celebrates its 40th year with the MADD California Walk Like MADD virtual walks across California on October 10, 2020. MADD asks you to join these meaningful virtual events and to take a stand with MADD to be #OneMADDCalifornia.

In our 40th year, as THE grass roots organization that started the cultural revolution that made drunk driving unacceptable, we ask that you take a stand with #OneMADDCalifornia to further a future with **NO MORE VICTIMS.**

Donations will support the continuation of MADD California to provide underage drinking programs and services to victims and families of drunk and drugged driving at no cost.

WALKLIKEMADD.ORG/BAKERSFIELD



DONATIONS AND SPONSORSHIPS AT WORK IN THE COMMUNITY



Helping Survivors Survive.™

First there's the crash, then the lifelong impact....
Last year, MADD provided more than 160,000 supportive services nationally

Helping Survivors Survive™

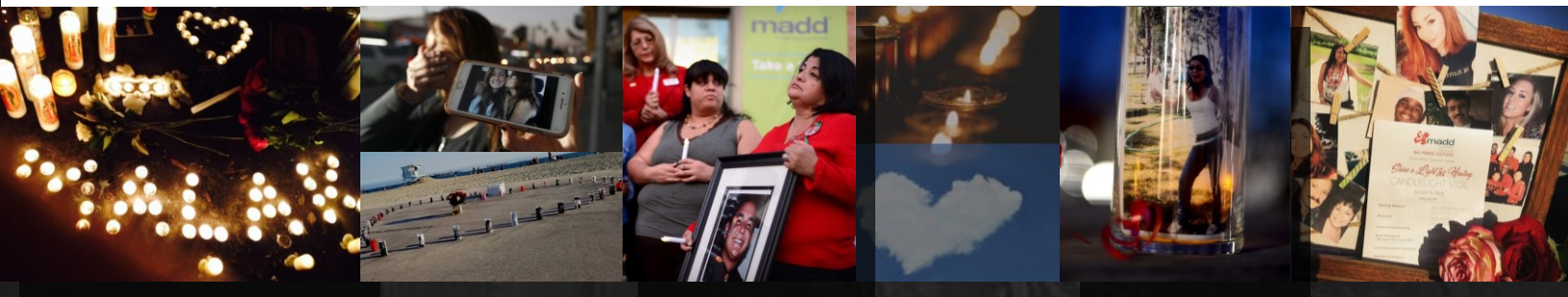
MADD IS HERE TO HELP.

24-Hour Victim Help Line **877.MADD.HELP**



MADD supports victims and survivors of drunk and drugged driving at no charge. Victim advocacy services include:

- * Court accompaniment, criminal justice education.
- * Liaison with law enforcement, prosecutors, and probation department.
- * Assistance with court case tracking.
- * Resource referrals: financial aid, housing assistance, counseling, support groups, etc..
- * Extensive grief and injury literature.
- * Emotional support.
- * MADD Victim Advocates provide a service every four minutes through local affiliates and our national 24-Hour Victim Help Line 1-877-MADD-HELP.



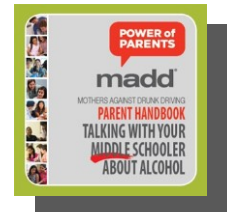
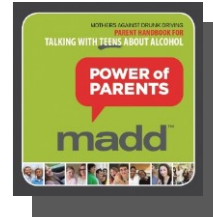
DONATIONS AND SPONSORSHIPS AT WORK IN THE COMMUNITY

Education through **POWER** of Community



POWER OF YOUTH® Informs high school students of the science behind the legal drinking age of 21 and safe driving practices. This interactive program presented in classroom or assembly settings is effective in generating discussions about the consequences of poor choices and working to prevent underage drinking.

POWER OF PARENTS® educates parents about their influence with their teens and equips them with the conversational tools necessary to talk



MADD's **CAMPAIGN TO ELIMINATE DRUNK DRIVING®** focuses on four important philosophies:

- * Support our heroes. Support law enforcement efforts to catch drunk drivers and discourage others from driving drunk.
- * Sober to start. Require ignition interlock devices, or in-car breathalyzers, for all drunk drivers, to prove they are sober before their car will start.
- * Secure the future. Support the development of technology to automatically determine whether drivers are above the legal limit of .08 BAC and stop drunk drivers from operating vehicles.
- * Public Support. It's everybody's responsibility to eliminate drunk driving. Re-engage the public in the fight against impaired driving.



MADD's **TIE ONE ON FOR SAFETY®** campaign calls for motorists to display a red ribbon on their vehicles in support of law enforcement efforts and as a reminder to plan ahead and designate a non-drinking driver.

The Southern California Region of Mothers Against Drunk Driving® (MADD) and the Los Angeles Rams and Los Angeles Chargers are partnering to remind fans to "play the most important position in the NFL—the designated driver!"



MADD SOUTHERN CALIFORNIA LOCAL REACH

1,000+

VICTIM SERVICES PROVIDED

85,000+

PARENTS AND YOUTH EDUCATED THROUGH PRESENTATIONS AND COMMUNITY EVENTS

23,000+

OFFENDERS EDUCATED

1,800+

WALK LIKE MADD ATTENDEES

In 2019, staff and volunteers traveled all over Southern California delivering MADD's core programs and services, all of which are free of charge to the public. We are able to offer free services due to the support from generous donations, grants, foundations, and collaborative sponsorships.

MADD STATISTICS

MADD'S IMPACT

Since our founding in 1980:



DRUNK DRIVING DEATHS CUT BY **53%**

350K+
LIVES SAVED...
AND COUNTING



820K+
VICTIMS SERVED

NO MORE VICTIMS. Simply put, that's why Mothers Against Drunk Driving was founded. That's why we exist today. And that's our hope for the future.

On the road of life, we want every family to be safe without the threat of drunk or drugged driving. And we want every family to stay whole without the danger of underage drinking consequences.

Our work is preventing the 100% preventable. But sadly, more than 300,000 innocent people are killed or injured on our roadways every year. Countless more are changed forever, yet find comfort, and eventually hope, through our free victim services.

MADD won't stop until drunk driving does—because one empty seat at the table is one too many. With your help we will arrive at a destination of zero deaths and injuries. Together we will see our dream come true of No More Victims.



- * In the United States, the number of drunk driving deaths has been cut in half since MADD was founded in 1980.
- * Teen alcohol use kills 4,300 people each year – that's more than all illegal drugs combined.
- * Someone is killed by a drunk driver every 52 minutes.
- * In the United States an average of 10,000 lives per year are lost to Drunk Driving.
- * Drunk driving costs the United States \$132 billion a year.
- * MADD has helped save nearly 30,000 young lives through passage of the 21 minimum drinking age law.
- * 1.77 million attempts to drive drunk at .08 BAC or above that were prevented by ignition interlock devices.
- * Over 200,000 parents and teens are educated annually on the facts about underage drinking.
- * MADD educates over 200,000 first time and repeat offenders annually.

THE REASON
TO HELP



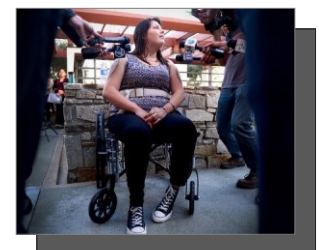
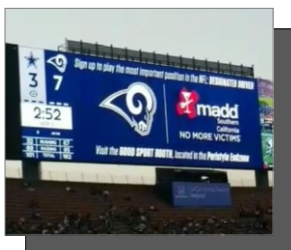
2 OUT OF 3 PEOPLE
WILL BE IMPACTED BY
DRUNK DRIVING
IN THEIR LIFETIME



EVERY DAY
28 PEOPLE
ARE KILLED BY
DRUNK DRIVERS

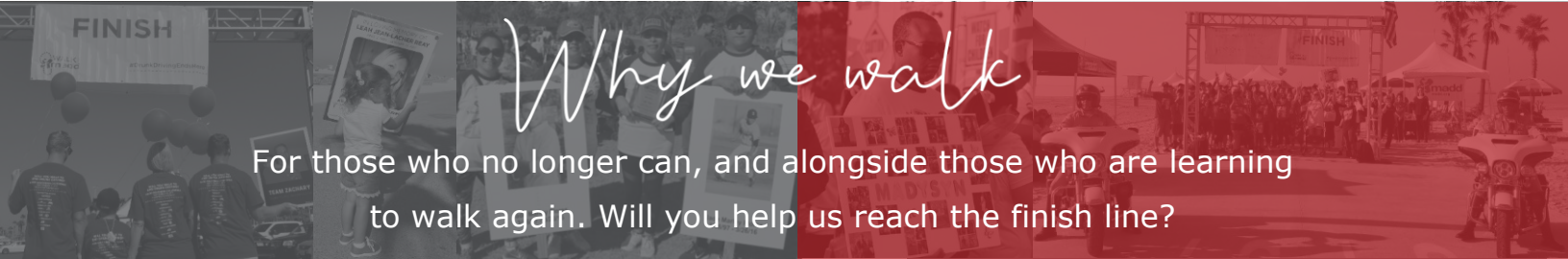


EVERY **2 MINUTES**
SOMEONE IS INJURED IN A
DRUNK DRIVING CRASH





MADD CALIFORNIA
OCTOBER 10, 2020
#ONEMADDCALIFORNIA



Why we walk

For those who no longer can, and alongside those who are learning to walk again. Will you help us reach the finish line?

VIRTUAL WALKS

MADD is the nation's largest nonprofit working to end drunk driving, help fight drugged driving, support victims of these violent crimes and prevent underage drinking.

Our non-competitive virtual walk provides an opportunity for everyone to participate in a healthy, fun activity while helping our community. Join us by walking at your own pace, in your own place! Follow us on Facebook and Instagram @MADDCalifornia to share who you're walking with, and honor who you're walking for. With every step taken and dollar raised, participants generate funds and awareness to support MADD's lifesaving mission. Together we're walking toward a future of #NOMOREVICTIMS.

How to Register

For more information on this year's 2020 virtual walks, please visit:

WALKLIKEMADD.ORG

- * Bakersfield, Ca
- * Carlsbad, Ca
- * Fresno, Ca
- * Long Beach, Ca
- * Rialto, Ca
- * Sacramento, CA
- * San Diego, Ca
- * San Francisco, CA
- * Ventura, Ca



BY SUPPORTING MADD CALIFORNIA, YOU SUPPORT OUR COMMUNITY



If you would like more information, contact Pat Rillera
MADD Southern California
5455 Garden Grove Blvd. Suite 150, Westminster, CA 92683
(714) 838-6199 Ext. 6654 / pat.rillera@madd.org

**NO
MORE
VICTIMS.**

THANK YOU!



NO MORE VICTIMS™

PO Box 5102

Bakersfield, Calif. 93388

(661) 493-8200



HELP US PUT
IMPAIRED DRIVING
IN THE REAR VIEW
MIRROR.

HOW CAN YOU
MAKE A LIFESAVING
DIFFERENCE?

MADD KERN COUNTY

For more information, please contact:

Carla Pearson

Victim Services Specialist

MADD Kern County

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Jorge Barrientos

Chairman

Walk Like MADD & MADD Dash

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Brandon Stallings

Chairman

MADD Kern County Advisory Board

(661) 565-6771 — brandon.stallings05@gmail.com