

Hear Indiana's 7th Annual Talk Walk Run (5K)

May 1, 2010
Fort Harrison State Park
Indianapolis, IN



SPONSOR BENEFITS

“Loud and Clear” Presenting Sponsor -

\$5,000

- Name and logo listed alongside event as premier sponsor (e.g., “Talk Walk Run presented by...”)
- Name included in public service announcements, radio and TV advertising (if/when obtained)
- FREE exhibit booth space **AND** FREE 4x4in. ad in Hear Indiana’s e-newsletter (1000+ recipients)
- FREE 4x4in. ad on HearIndiana.org homepage for one month prior to Talk Walk Run
- Opportunity to put materials in participants’ bags
- Ample banner and signage display opportunities; including along roadway and course
- Logo on the front of event T-shirts
- Special acknowledgment on Hear Indiana’s website and on the cover of 7,000+ printed brochures
- Logo included on Talk Walk Run posters (1000+ printed)
- Complimentary entries for fifteen runners/walkers
- Logo included on all e-mail blasts to ~25,000 recipients regarding the run
- Logo on TalkWalkRun.net and HearIndiana.org

“Sweet Sound” Entertainment Sponsor -

\$4,000

- Listed as media partner in public service announcements, radio and TV advertising (if/when obtained)
- FREE exhibit booth space **AND** FREE 4x4in. ad in e-newsletter (1000+ recipients)
- Opportunity to put materials in participants’ bags
- Banner display near entertainment stage and signage along the run/walk course
- Logo prominently displayed on the back of event T-shirts
- Special acknowledgment on Hear Indiana’s website and on the cover of 7,000+ printed brochures
- Logo included on Talk Walk Run posters (1000+ printed)
- Complimentary entries for ten runners/walkers
- Logo included on all e-mail blasts to ~25,000 recipients regarding the run
- Logo on TalkWalkRun.net and HearIndiana.org

“All Ears” Diamond Sponsor -

\$3,000

- FREE exhibit booth space **OR** 2x4in. ad in e-newsletter (1000+ recipients)
- Opportunity to put materials in participants’ bags
- Opportunity to display your banner at the near the exhibit booths
- Signage along the run/walk course
- Prominent Logo on T-shirt
- Special Acknowledgment on Website and in Registration Brochure
- Logo on TalkWalkRun.net and HearIndiana.org

Additional sponsor levels are listed on Page 2.

For inclusion in our Talk Walk Run brochure be sure to respond by March 1, 2010.

SPONSOR BENEFITS CONTINUED

“Sound Off” Platinum Parking Sponsor -

\$2,000

- Your company banner will be placed at park entrance. (Parking sponsored by____)
- Signage along the run/walk course
- FREE exhibit booth space **OR** 2x4in. ad in e-newsletter (1000+ recipients)
- Opportunity to put materials in participants’ bags
- Logo in registration brochure and on participants’ t-shirts
- Logo on TalkWalkRun.net and HearIndiana.org

“Listen Up” Gold Sponsor -

\$1,000

- FREE exhibit booth space **OR** 2x4in. ad in e-newsletter (1000+ recipients)
- Opportunity to put materials in participants’ bags
- Logo in registration brochure and on participants’ t-shirts
- Logo on TalkWalkRun.net and HearIndiana.org
- Signage along the run/walk course

“Sounds Good to Me” Silver Sponsor -

\$500

- FREE exhibit booth space **OR** 2x4in. ad in e-newsletter (1000+ recipients)
- Opportunity to put materials in participants’ bags
- Logo on TalkWalkRun.net and HearIndiana.org
- Name in registration brochure and on participants’ t-shirts

“Above a Whisper” Bronze Sponsor -

\$250

- Name in registration brochure and on participants’ t-shirts
- Logo on TalkWalkRun.net and name on HearIndiana.org

DETAILS AND DEADLINES

- **7,000+** brochures and **1000+** posters will be printed. Deadline for logo to appear in brochure and poster is **March 1, 2010**.
- **25,000+** addresses on our Talk Walk Run email lists. Email blasts to be sent **~March 15, 2010 and ~April 19, 2010**.
- **700+** T-shirts will be printed. Deadline for logo to appear on t-shirts is **April 5, 2010**.
- **3** “yard signs” will be printed with your logo. Deadline for signage is **April 5, 2010**.
- **500** promotional items may be delivered to: **K. Vincent, 6750 Dorchester Drive, Zionsville, IN 46077**. Note: Do not request signature confirmation. Promotional items must be received by **April 16, 2010** to be included in participants’ bags.

Please return the Sponsor and Exhibitor Reservation Form (page 3) to hold your spot.

Additional information and forms can be found on our website at HearIndiana.org/TalkWalkRun.

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SPONSOR AND BOOTH RESERVATION FORM

Company / Organization Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Sponsorship level selection:

Presenting Sponsor \$5,000
 Entertainment Sponsor \$4,000
 Diamond Sponsor \$3,000
 Platinum Sponsor \$2,000
 Gold Sponsor \$1,000
 Silver Sponsor \$500
 Bronze \$250

→ Sponsors check applicable:

Free Ad **and** Free booth
 Free Ad **and** Free booth
 Free Ad **or** Free booth
 Free Ad **or** Free booth
 Free Ad **or** Free booth
 Free Ad **or** Free booth

Exhibitor Only? (choose one)

Corporate Fee \$250
 Non-Profit Fee \$100
 State Agency Fee \$100

Booth is extra (See booth fees →)

Booth Liability Clause (required for all those exhibiting)

Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, or other property brought onto the premises of Fort Harrison State Park. Exhibitor shall indemnify, hold harmless, and agree to make no claim against Alexander Graham Bell Association for the Deaf and Hard of Hearing, Tuxedo Brothers, Fort Harrison State Park, Hear Indiana, its board, committees, members, agents, or its employees for any reason whatsoever including negligence, theft, damage or destruction of goods, or any injury to the exhibitor, his agents, or employees while in the event area, or for any damage to his business by reason of failure to provide exhibit space or removal of the exhibit, or for failure to hold the event as scheduled, or for any action of any nature of Hear Indiana, its board, committees, members, agents, or employees. Additionally, Exhibitor acknowledges that Hear Indiana and Fort Harrison State Park do not maintain insurance covering exhibitor property and that it is the sole responsibility of Exhibitor to obtain interruption and property insurance covering such losses by Exhibitor.

Signing the Liability Clause indicates that your organization has both read, understood, and agree to the contents thereof.

Authorized Representative Signature _____ Date _____

Exhibit Booth Information and Policies

- Set-up is from 7:45 am to 8:15 am on May 1, 2010. Please staff your booth from 8:15 am – 12:00 pm on May 1, 2010. Please do not leave your booth before noon. Set-up will be near the Reddick Shelter in Fort Harrison State Park. Map of park posted at TalkWalkRun.net.
- You will receive one 8 foot table and two chairs (no tablecloth). No electricity is available. Restrooms are available. A tent will be provided if rain is expected.
- If the Talk Walk Run is cancelled due to inclement weather (i.e., hazardous running conditions), your booth reservation fee will not be refunded. Sponsorship donations will also not be refunded.
- You should bring your own sign to distinguish your booth. Signs for your booth should **clearly indicate** the name of your sponsoring organization. You may not sublet. You may only distribute promotional items from **your** sponsoring organization.
- Hear Indiana reserves the right to prohibit or remove any exhibit that may detract from the general character of the exhibition as a whole. This includes person, objects, printed matter, or anything of a character that Hear Indiana management determines is objectionable to the exhibit. In the event of such restriction or eviction, Hear Indiana will not refund booth fees.

Payment Options

Online at TalkWalkRun.net
 Check (Payable to Hear Indiana)
 Visa MasterCard Amex Discover
 Credit Card Number: _____
 Exp. Date: _____ CVV Code: _____
 Signature: _____

Return to:

Hear Indiana
 PO Box 347
 Zionsville, IN 46077

Phone 317-828-0211
 Fax 888-798-4711

For inclusion in our Talk Walk Run brochure be sure to respond by March 1, 2010.

Refer to the page 2 for a list of all other deadlines (ex. e-mail blasts, t-shirts, and signage). Thank you for your support!