





### CONCEPT:

The Walk for Health was created to stimulate community awareness and raise support and research funds for The Cristian Rivera Foundation, a New York-based 501(c)(3) not-for-profit organization.



Proceeds raised from Walk for Health will go toward medical research facilities aiming to cure Pontine Glioma. Renowned NYC event promoter and PR/marketing firm owner John “Gungie” Rivera created the Cristian Rivera Foundation in July 2009, six months after his six-year-old son Cristian lost his two-year battle with the rare brain stem tumor. Pontine Glioma generally affects children between the ages of 1 and 9, with the average lifespan of a child after diagnosis falling between three and 18 months. Only 300 cases are discovered in the United States each year and there is currently no cure, though radiation and chemotherapy are administered to offer short-term treatment.



The athletic fundraising event is a non for profit endeavor coordinated by The Diversity Foundation in cooperation with The National Puerto Rican Parade. A variety of health organizations, HMO's, financial institutions, corporate, local hospitals and medical and educational institutions will be on hand to distribute information, limited screenings, career awareness, and gift bags.

THE CRISTIAN RIVERA FOUNDATION



"FULL STEAM AHEAD"

[www.cristianriverafoundation.org](http://www.cristianriverafoundation.org)



# WALK FOR HEALTH WALK-A-THON PONTE EN FORMA



## PLATINUM SPONSOR

- Corporate logo included in shared pre event publicity
- Scholarship Award of \$1,000 to college student in the health field
- Post event publicity photos in El Especial, NY AL DIA, Impacto, among others
- One (1) promotional vehicle at entrance of the park
- Sampling & promotional materials distribution
- T-shirts promotion (Minimum of 200 Walk for Health participants - Provided by Sponsor)
- One (1) 10 x 10 booth space at starting line of Walk for Health
- Three (3) 4' x 7' banners in high visibility areas (Provided by Sponsor)
- Prominent branding with your logo in an extensive direct e-mail marketing program (8 emails distributed x 50,000 recipients)
- Prominent branding with your logo on street team distribution (10,000 fliers & 1000 posters)
- Sponsor mention on extensive audio messaging campaign (20,000 voice-shots)
- Walk for Health insurance coverage & security
- Sponsor inclusion before and after event in the Diversity Foundation Website
- Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and National Puerto Rican Parade Website
- Live Mentions

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**Platinum Sponsorship Cost: \$5,000**



# WALK FOR HEALTH WALK-A-THON PONTE EN FORMA



## GOLD SPONSOR



- Corporate logo included in shared pre event publicity
- Sampling & distribution of promotional materials
- T-shirt promotions (Minimum of 50 Walk for Health participants - Provided by Sponsor)
- One (1) 10 x 10 booth space at starting line of Walk for Health
- Two (2) 4' x 7' banners in high visibility areas (Provided by Sponsor)
- Prominent branding with your logo in an extensive direct e-mail marketing program (8 emails distributed x 50,000 recipients)
- Prominent branding with your logo on street team distribution (10,000 fliers & 1000 posters)
- Sponsor mention on extensive audio messaging campaign (20,000 voice-shots)
- Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and National Puerto Rican Parade Website
- Live mentions



**Gold Sponsorship Cost: \$3,000**

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## SILVER SPONSOR



- Corporate logo included in shared pre event publicity
- Sampling & distribution of promotional materials
- One (1) 10 x 10 booth space at starting line of Walk for Health
- One (1) 4' x 7' banners in high visibility areas (Provided by Sponsor)
- Prominent branding with your logo in an extensive direct e-mail marketing program (8 emails distributed x 50,000 recipients)
- Prominent branding with your logo on street team distribution (10,000 fliers & 1000 posters)
- Sponsor mention on extensive audio messaging campaign (20,000 voice-shots)
- Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and National Puerto Rican Parade Website
- Live mentions



**Silver Sponsorship Cost: \$2,000**

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## BRONZE SPONSOR



- Corporate logo included in shared pre event publicity
- One (1) 4' x 7' banners in high visibility areas (Provided by Sponsor)
- Prominent branding with your logo in an extensive direct e-mail marketing program (8 emails distributed x 50,000 recipients)
- Prominent branding with your logo on street team distribution (10,000 fliers & 1000 posters)
- Sponsor mention on extensive audio messaging campaign (20,000 voice-shots)
- Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and National Puerto Rican Parade Website
- Live mentions



**Bronze Sponsorship Cost: \$1,000**

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## HONORABLE MENTION



- Prominent branding with your logo in an extensive direct e-mail marketing program (8 emails distributed x 50,000 recipients)
- Prominent branding with your logo on street team distribution (10,000 fliers & 1000 posters)
- Sponsor mention on extensive audio messaging campaign (20,000 voice-shots)
- Sponsor inclusion before and after event on the Cristian Rivera Foundation Website and National Puerto Rican Parade Website



**Honorable Mention Cost: \$500**

**THE CRISTIAN RIVERA FOUNDATION**



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# WALK FOR HEALTH

## WALK-A-THON

PONTE EN FORMA

### INSERTION ORDER



Sponsorship Category	Cost	Yes
Platinum	\$5,000	
Gold	\$3,000	
Silver	\$2,000	
Bronze	\$1,000.	
Honorable Mention	\$500	



Date of Order: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City & State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Representative Name/Title (Print): \_\_\_\_\_

Representative Signature: \_\_\_\_\_

**\*Payment Policy: Due immediately upon execution of insertion order**

**THE CRISTIAN RIVERA FOUNDATION**



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