



16<sup>th</sup> Annual  
Destination  
INDEPENDENCE  
5k VIRTUAL walk

**SATURDAY, JUNE 13, 2020 + FALL 2020**  
**A VIRTUAL AND PHYSICAL EVENT**



# Destination Independence VIRTUAL 5K Walk and Fall Festival

Uniting families and Orange County businesses to take bold steps into the future!

**Virtual Walk Date: June 13, 2020** | **Fall Festival: TBD based on CDC guidance**

We are so proud of all the accomplishments of our first fifteen years of the Destination Independence 5K Walk to support children with visual impairments. We could never have gotten this far without incredible sponsors like you. **Based on strict guidance against holding public gatherings amidst the COVID-19 outbreak, the originally scheduled 5K Walk on Saturday, June 6, 2020 will take on the form of a virtual walk, with a Fall Festival to be held once it is safe to hold large events. Our revised strategy will bring the community together during a time of need and significantly increase sponsor visibility.**

The virtual walk will look a lot like a television broadcast and include the following features and more:

- Charismatic host to guide virtual audience through live program
- Live feed of designated blind walkers participating in a safe, isolated environment with 'social distancing' protocols in place
- Produced segments to highlight program impact, grateful families, and new programming
- Frequent sponsor recognition via verbal mentions, logo splash on chyron (lower-third of screen), and "commercial breaks" to highlight your company via 30-second spots
- Additional investment in digital promotion and content production, including Weekly Wellness Live Broadcasts between April 6 - June 10 to build excitement and participation

Following the virtual walk, Blind Children's Learning Center will hold a Fall Festival maximize your exposure and unite our community in person once it is safe to do so. See next page for details.

We entered 2020 with the goal of transforming our approach to serving families while honoring our generous sponsors with meaningful visibility in the community. That goal has not changed. **In fact, BCLC has transformed it's service model in less than two weeks to keep serving children and families when they need us most. Please join us for the exciting journey of transforming an obstacle into new opportunity. This is what our families and children do every day, and we therefore know that by working together, we can accomplish anything.**

Sincerely,

Jackie Diaz  
Event Co-Chair  
Family Team Committee

Aparna Patel  
Event Co-Chair  
Walker and Sponsor  
Experience Committee

Kathy Thomas  
Event Co-Chair  
Business Engagement  
Committee

Kevin Fuhrmann  
Director of Development

## SPONSORSHIP AND EXCLUSIVE UNDERWRITING PACKAGES

Designed to promote high visibility for your brand

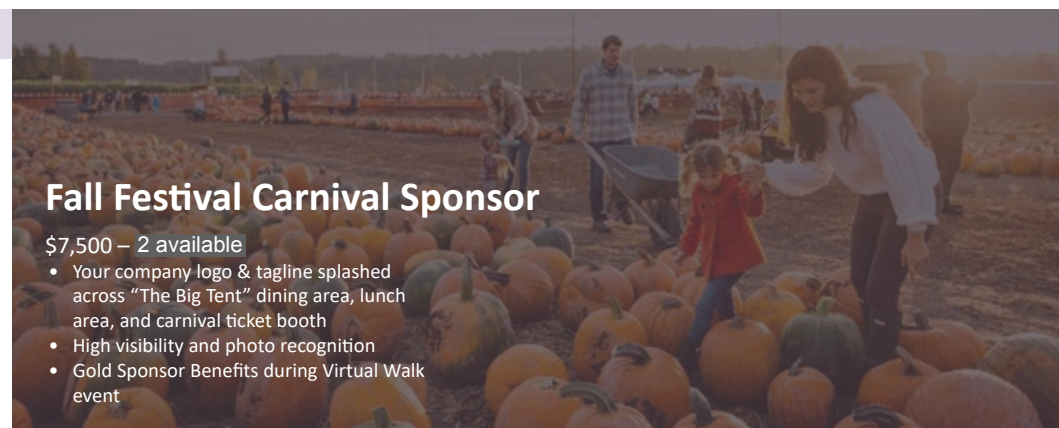
2020 Destination Independence 5K Sponsorship Levels	Presenting	Gold	Silver	Bronze
	\$8,000	\$5,500	\$2,800	\$1,600

PRE-VIRTUAL WALK VISIBILITY				
Weekly Digital Impressions	7,500	5,000	2,500	1,600
BCLC Social Media Spotlight	3 INDIVIDUAL POSTS	2 INDIVIDUAL POSTS	2 INDIVIDUAL POSTS	GROUP POST
BCLC Website & Email Marketing	INDIVIDUAL FEATURE	INDIVIDUAL FEATURE	LOGO	LOGO
Logo on Print Advertising / appx 300k impressions	LOGO	LOGO	Company Name	Company Name

3-HR VIRTUAL WALK EVENT DAY VISIBILITY				
# of 30-second commercial slots (video prepared by company, or script read by event host)	5	3	2	1
Recognized as sponsor of pre-taped segments with logo placement throughout	X	X		
Logo on screen during broadcast	X	X	X	X
Post-event highlight reel for your company's promotional purposes	X	X	X	X

CORPORATE RECOGNITION AND PARTICIPATION DURING FALL FESTIVAL				
Opportunity to Speak at Opening Ceremony	X			
On-stage Acknowledgement during Opening Ceremony	X	X	X	X
Logo on Arrival Scaffold Display	X	X	X	
10 X 10 Foot Sponsor Booth	X	X	X	X
Opportunity to distribute branded materials at sponsor booth	X	X	X	X
# of 6-foot flags placed throughout festival	6	4	3	2
# of festival admittances with meal ticket	40	20	12	8
Event T-shirts and Posters	PROMINENT LOGO	LOGO	LOGO	LOGO

Deadline for Logo on Event T-Shirt and Banner is May 7, 2020



### Fall Festival Carnival Sponsor

\$7,500 – 2 available

- Your company logo & tagline splashed across "The Big Tent" dining area, lunch area, and carnival ticket booth
- High visibility and photo recognition
- Gold Sponsor Benefits during Virtual Walk event

### Official Shirt Sponsor

\$3,000 – 1 available

- Your company logo prominently featured on official walk t-shirt mailed to all participants
- Additional logo and spoken recognition on digital promotions and during virtual event
- Bronze Sponsor Benefits during Virtual Walk event

### Blind Ambassador Sponsor

\$1,500 – 4 available

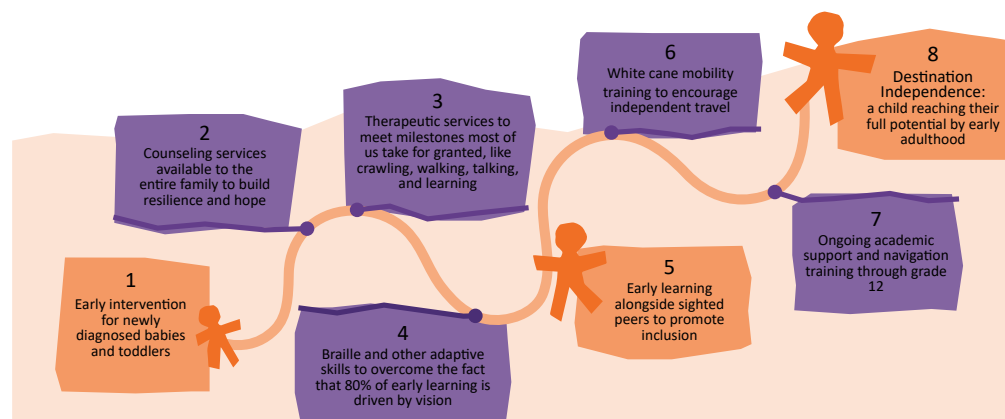
- Blind Ambassadors will be live-streamed to virtual walk feed, and your logo will be on one of their shirts!
- Additional logo and spoken recognition on digital promotions and during virtual event

### Finish Medal Sponsor

\$1,000 – 1 available

- Exclusive logo placement on finish medals mailed to all virtual walkers
- Additional logo and spoken recognition on digital promotions and during virtual event

## YOUR IMPACT



## Employee Engagement

- Integrate team training into your company wellness initiative by hosting regular virtual exercise and wellness sessions
- Challenge employees to personally support BCLC by promoting company match policies or prizes for top fundraising employees
- Create inter-department competitions utilizing the many helpful ideas and resources in our 'Team Building Guide'



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## Sponsorship Pledge Sheet

### EVENT DESCRIPTION:

Destination Independence 5K Walk is a non-competitive walk for individuals, families, and corporate sponsors wishing to provide essential services to children who are blind or visually impaired. This is the Walk's 16th Anniversary, and we will be celebrating! Over 600 walkers will celebrate this achievement at a post-Walk party featuring food trucks, games and attractions, and music. With your help, this year's Walk will be our biggest and most visible ever!

### EVENT DATE/TIME:

Saturday, June 13, 2020  
Time TBD

### EVENT LOCATION:

ONLINE  
Fall Festival to be held at BCLC

### PLEASE SELECT YOUR SPONSORSHIP LEVEL:

- |  |   |
|--|---|
| <input type="radio"/> Presenting (\$8,000) | <input type="radio"/> Fall Festival (\$7,500, 1 available)              |
| <input type="radio"/> Gold (\$5,500)       | <input type="radio"/> Official Shirt Underwriter (\$3,000, 1 available) |
| <input type="radio"/> Silver (\$2,800)     | <input type="radio"/> Blind Ambassador (\$1,500, 4 available)           |
| <input type="radio"/> Bronze (\$1,600)     | <input type="radio"/> Finish Medal (\$1,000)                            |

Please indicate exactly how your company name should appear on all recognition.

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

Contact Name/Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zipcode \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### PAYMENT INFORMATION (select all that apply)

- I have included a check for my sponsorship.
- Please charge the credit card below for my sponsorship.

Credit Card Type  AMERICAN EXPRESS  DISCOVER  MASTER CARD  VISA

Credit Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Please send completed forms to Kevin Fuhrmann at [kevin.fuhrmann@blindkids.org](mailto:kevin.fuhrmann@blindkids.org)  
or mail to Blind Children's Learning Center at 18542-B Vanderlip Ave, Santa Ana, CA 92705