



17<sup>th</sup> Annual  
Destination  
Independence  
Walk

New Relay Format!

SUNDAY, APRIL 18, 2021

SPONSOR OPPORTUNITY PACKAGE





# 17th Annual Destination Independence Walk

A physically distanced relay event

Uniting to build the next chapter of service for children with visual impairments

SUNDAY, APRIL 18, 2021

LOCATION: MATER DEI HIGH SCHOOL, SANTA ANA, CA

The Destination Independence Walk represents the strength of our community, and sponsors like you have built the foundation of support at the walk since 2005. In a changing world, we must adapt to ensure our community is cared for and safe. After proving we can overcome any obstacle in 2020, we invite you to help BCLC build a stronger future as it strives to serve 500 families annually in Orange County.

On Sunday April 18, 2021, hundreds of individuals and businesses will unite to strengthen the families serviced by Blind Children's Learning Center. **To keep everyone safe while centralizing the bustling energy of our walk, we are thrilled to announce a brand new relay format!** The action will all take place on the pristine track & field of Mater Dei High School, spread across 5 hours to help teams stagger their walkers in small groups. **To respect our participants, hosts, and community at large, masks are required throughout the event.**

Sponsors receive ample visibility at the physical event and through digital channels. Your business name and logo will appear throughout the venue on attractive signs that draw attention to your meaningful contribution to our children and families. Boost employee engagement and morale through this inspiring event by encouraging participating, hosting a virtual rally (we can help with that — just ask!), and the opportunity to *safely* meet the families you are helping. You can even receive a discount on your sponsorship by including employees in the effort!

Through the most ardent of challenges, our organization is stronger than ever. Today, we need your help making sure our families remain strong. Please review sponsor opportunities on the following pages and join us if you are able. Their path to achieving greatness is ours, too. The new relay format illustrates a truth our organization has always lived by — when each of us do our part, we can achieve things we would never be able to do alone. Thank you for your support and consideration.

Sincerely,

Angie Rowe  
President/Executive Director

Kevin Fuhrmann  
Director of Development

# your Sponsorship Creates Lifelong Impact

**Make an immediate difference in addition to building awareness for your company's products and commitment to the community.**

Children need extensive early intervention to overcome the significant obstacles posed by visual impairments and other disabilities. **Your sponsorship bolsters our track record of helping 99% of infants and toddlers reach key milestones as we *once again* double our reach over the next 5 years.**

Just one-third of parents raising children with special needs report being asked about their own well-being. We believe caregivers deserve to feel empowered, confident, and connected to their community. **Your sponsorship allows BCLC to introduce new Family Support Services in 2021.**



## New Relay Format keeps us All safe

This year, teams will stagger walkers throughout a five-hour relay to promote physical distancing while providing the precious opportunity to unite — in person — as a community backing one incredible cause.

- = Happy, masked walkers with plenty of space to walk, jog, or boogie their leg of the relay

Like most people, your staff is likely desperate for safe opportunities to see colleagues, friends, and family in person. The 17th Annual Destination Independence Walk offers that precious opportunity in a safe environment.

Teams between 5 and 50+ walkers can participate without ever amassing in large numbers\*. Schedule a virtual rally facilitated by BCLC Staff to energize your team for the campaign, encourage everyone to participate and spread the word, and celebrate the positive change you are making on April 18 alongside BCLC children, families, and dedicated supporters like you.

\*A convenient Relay Scheduling Guide and concierge-style support from our Walk Team Coordinator makes organizing your team a breeze.





# Sponsor Benefit Details

For questions about these sponsorship opportunities, please contact Fund Development Associate, Yamid Duarte, at [yamid.duarte@blindkids.org](mailto:yamid.duarte@blindkids.org).

2021 Destination Independence Walk Sponsor Rates	Presenting	Gold	Silver	Bronze
Standard Rate	\$10,000	\$6,000	\$3,000	\$2,000
If Marketing to Employees as Matching Gift Challenge*	10% off (\$9,000)	10% off (\$5,400)	10% off (\$2,700)	10% off (\$1,800)

PRE-EVENT AND DIGITAL RECOGNITION AND BENEFITS				
Total media circulation including your business logo and name	1,000,000 - 1,500,000	1,000,000 - 1,500,000	500,000 - 1,000,000	500,000 - 1,000,000
Average weekly circulation to targeted BCLC audience (activates week following sponsors pledge)	7,500	5,000	2,500	1,500
BCLC Social Media Spotlight	4 INDIVIDUAL POSTS	3 INDIVIDUAL POSTS	2 INDIVIDUAL POSTS	1 INDIVIDUAL POSTS
BCLC Website & Email Marketing	INDIVIDUAL FEATURE/BLOG	INDIVIDUAL FEATURE/BLOG	LOGO	LOGO

EVENT RECOGNITION AND BENEFITS				
Walk Registrations (includes official t-shirt and lunch)	50	30	15	10
Entryway banner	PROMINENT LOGO	LOGO	NAME	NAME
Vertical (6') color banner	3	2	1	
On-course 2' x 3' signs	5	4	3	2
Promotional booth (separate from team tent included for all sponsors)	YES	YES		
Promotional item or collateral in walker tote bags (provided by sponsor)	YES	YES	YES	

## \*Employee Engagement Opportunity (more details next spread)

Studies show that companies which include employees and philanthropic efforts increase productivity, improve morale, and reduce turnover, ultimately shrinking your business' operating expenses. You can reduce the cost of your walk sponsorship and contribute to a healthy corporate culture at the time. Encourage employees to personally participate by matching funds (up to the amount of your sponsorship) raised or contributed by employees. Our staff can event host a virtual rally at your next all-staff meeting!

What happens when your team meets or surpasses your matching challenge? Everyone gets invited to a private virtual concert with America's Got Talent 2019 Champion and BCLC Alum Kodi Lee!



	Center Stage Sponsor (1 available)	Lunch Sponsor (1 available)	Official T-Shirt Sponsor (1 available)	Official Tote Sponsor (1 available)
Standard Rate	\$7,500	\$3,000	\$4,000	\$2,500
If Marketing to Employees as Matching Gift Challenge*	10% off (\$6,750)	10% off (\$2,700)	10% off (\$3,600)	10% off (\$2,250)

PRE-EVENT RECOGNITION AND BENEFITS				
Total media circulation including your business logo and name	1,000,000 - 1,500,000	500,000 - 1,000,000	500,000 - 1,000,000	500,000 - 1,000,000
Average weekly circulation to targeted BCLC audience (activates week following sponsors pledge)	5,000	2,500	2,500	1,500
BCLC Social Media Spotlight	3 INDIVIDUAL POSTS	2 INDIVIDUAL POSTS	2 INDIVIDUAL POSTS	1 INDIVIDUAL POSTS
BCLC Website & Email Marketing	INDIVIDUAL FEATURE/BLOG	INDIVIDUAL FEATURE/BLOG	LOGO	LOGO

EVENT RECOGNITION AND BENEFITS				
Walk Registrations (includes official t-shirt and lunch)	40	15	25	10
Entryway banner	PROMINENT LOGO	NAME	NAME	NAME
Vertical (6') color banner	2	1	1	
Exclusive Name/Logo Placement	CENTER STAGE BANNER	LUNCH ZONE BANNER	PROMINENT ON OFFICIAL SHIRT	PROMINENT ON TOTE BAG
Promotional booth (separate from team tent included for all sponsors)	YES			
Promotional item or collateral in walker tote bags (provided by sponsor)	YES	YES	YES	



# Bring the Whole Team

Even though we can't huddle together as closely as we would like, the Destination Independence Walk can bring employees together and help them feel closer to their work and community.

We encourage you to include your team in the walk through the following ways:

- **Receive 10% off your sponsorship package** by pledging to challenge your team to match your sponsorship commitment!
- **Schedule a virtual rally** that includes more information about the event, our organization & families, and engaging team-building activities from the comfort of everyone's home.
- **Promote health & wellness** by encouraging employees to form virtual walking clubs between now and April 18.
- If your business is unable to send walkers in person due to current company policy, please let us know so that we can schedule your virtual rally and provide app access for participants to record their walk.



# 17<sup>th</sup> Annual Destination Independence Walk Sponsorship Pledge Sheet

## EVENT DESCRIPTION:

The 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. Hundreds of walkers and many more online supporters will join together to give every child their best chance of meeting their fullest potential.

## EVENT DATE/TIME:

**Sunday, April 18, 2021**

10:00am - 3:00pm

(staggered arrival times to ensure adequate outdoor physical distancing)

## EVENT LOCATION:

**Mater Dei High School**

1202 W Edinger Ave

Santa Ana, CA 92707

## PLEASE SELECT YOUR SPONSORSHIP LEVEL:

- |   |   |
|---|---|
| <input type="radio"/> Presenting (\$10,000) | <input type="radio"/> Center State (\$7,500, 1 available)     |
| <input type="radio"/> Gold (\$6,000)        | <input type="radio"/> Lunch Sponsor (\$3,000, 1 available)    |
| <input type="radio"/> Silver (\$3,000)      | <input type="radio"/> T-Shirt (\$4,000, 1 available)          |
| <input type="radio"/> Bronze (\$2,000)      | <input type="radio"/> Tote Bag Sponsor (\$2,500, 1 available) |

**WILL YOU PROMOTE YOUR SPONSORSHIP AS A MATCHING CHALLENGE TO YOUR TEAM?  
IF SO, SELECT YES AND DEDUCT 10% FROM YOUR SPONSORSHIP AMOUNT:  YES  NO**

**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 Yamid Duarte at [Yamid.Duarte@blindkids.org](mailto:Yamid.Duarte@blindkids.org)  
or mail to Blind Children's Learning Center at 18542-B Vanderlip Ave, Santa Ana, CA 92705**