

Sponsorship Proposal

OUR BUSINESS EVENT DEVELOPMENT

AZ WALK OF COURAGE

ADDRESS

7276 W. Softwind Dr.
Peoria, AZ. 85383

CONTACT

P : 602.620.3580
E : juliepiccione@changedbyfire.org

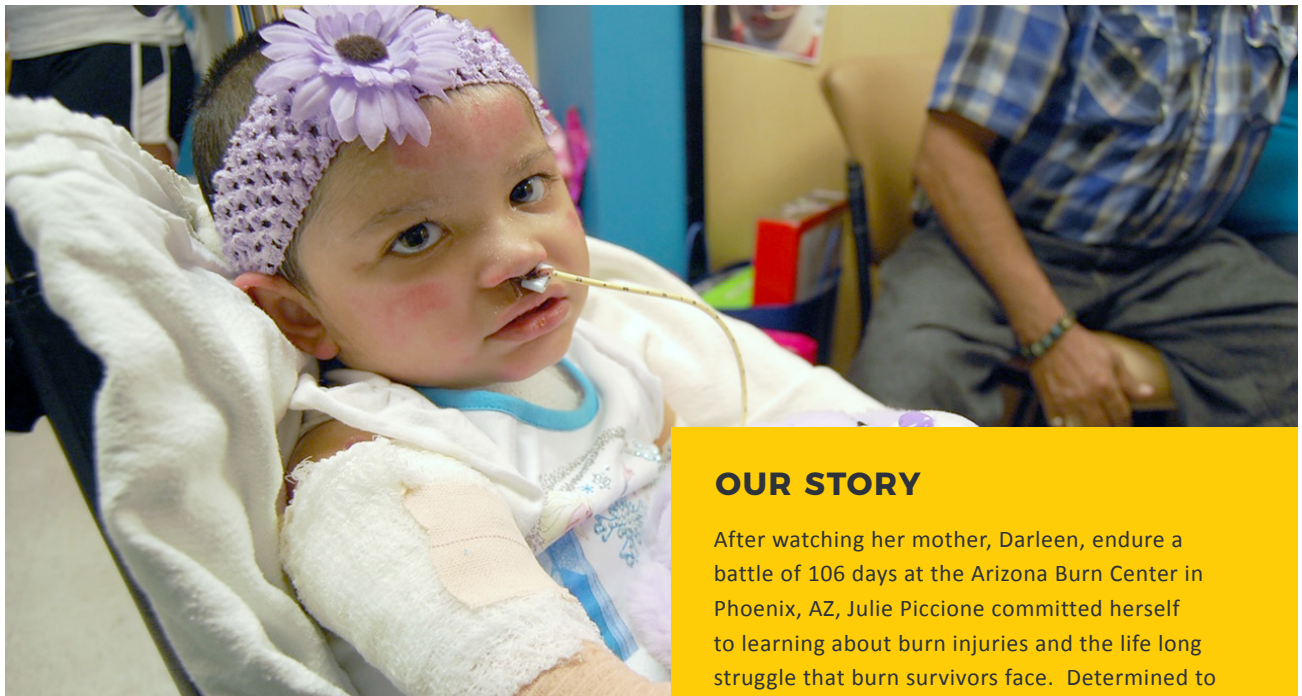
WEBSITE

azwalkofcourage.com
www.changedbyfire.org



About Us

The AZ Walk of Courage was created to advocate for burn survivors & their families to create awareness and build a community of inclusion, love & healing.



The Arizona Burn Foundation

The Arizona Burn Foundation has been serving the Arizona community since 1967. The Foundation provides survivor support programs that help children and adults cope with the devastating psychological and physical effects of their injuries. They assist burn survivors & their families from crisis to recovery to a life of thriving, one day at a time. They are also the leader in Arizona in burn prevention advocacy & education.

With the mission & vision of their organization the Arizona Burn Foundation was a perfect fit for Changed By Fire to partner with!

OUR STORY

After watching her mother, Darleen, endure a battle of 106 days at the Arizona Burn Center in Phoenix, AZ, Julie Piccione committed herself to learning about burn injuries and the life long struggle that burn survivors face. Determined to advocate for burn survivors across the nation, she founded Changed by Fire in July 2019. Changed By Fire is joining to help support the community of burn survivors & their families by contributing to their healing, emotionally, psychologically, and socially using alternative healing modalities including energy healing as well as through education & support. The nonprofit was formed to help support burn survivors and their families not only manage through the journey but contribute to their long term healing in a positive & effective way. Our goal is to help benefit the Arizona Burn Foundation as well as to provide services to help burn survivors and their families by utilizing alternative healing modalities as well as provide education on alternative methods.

About The Event

Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with Changed By Fire, the Arizona Burn Foundation and StartLine Racing for the 1st Annual AZ Walk Of Courage.

Although, the burns may heal over time, the survivor still must work through emotional, psychological & social challenges. The event will be held Saturday, March 21st, 2020 at Arizona Falls in Phoenix, AZ. The 5k will kick off at 8:00 a.m. Awards will be given for top qualifiers in age group categories as well as top individual fundraisers and team fundraisers. This event will raise money to provide support & resources for burn survivors in our community heal from their burn injury.



MEET THE SURVIVORS

Hardships often prepare ordinary people for an extraordinary destiny. Isabella McCune, now 10 years old was involved in a fire pit accident on March 17th, 2018. She suffered with 3rd degree burns over 65% of her body. Isabella endured 109 surgeries and procedures over the course of 276 days at the Arizona Burn Center. During her stay she was surprised by Taylor Swift, who paid her a special visit. Through her journey with all of the ups and downs, the thoughtful nature of the staff inspired Isabella to want to be a burn nurse. Isabella is back in school and is thriving and inspiring others with her positive spirit.

MEDIA REACH

Together Changed by Fire & StartLine Racing will provide wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a sponsorship.

- Print Media - Flyers distributed locally
 - Digital Marketing - Running List 50,000+
 - Social Media Channels - Facebook, Instagram, Twitter
 - Swag Bag - Donated items, Promotional materials
 - Apparel - Top sponsors logo included on T-shirt
 - Local News - Arizona Republic, news channels, USA Today
-

Event Schedule

SATURDAY MARCH 21, 2020



TIME :

08.00 AM - 10.00 AM



LOCATION :

Phoenix, Arizona

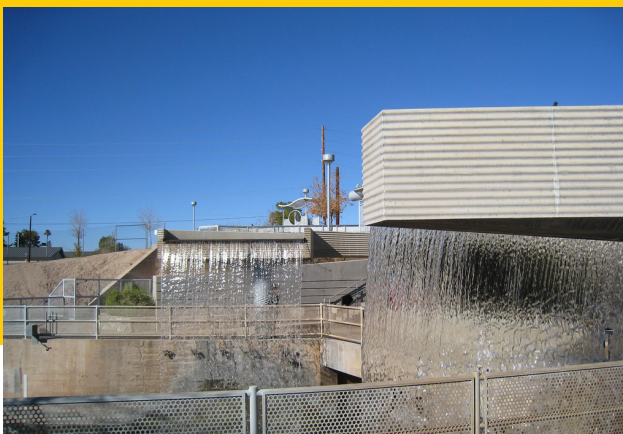


RACE DIRECTOR

StartLine Racing

VENUE & ATTENDEES

THE VENUE



Arizona Falls, formed by a natural 20-foot drop along the Arizona Canal between what is now 56th and 58th streets, reopened in June 2003 as a restored hydroelectric plant and neighborhood gathering place where visitors can learn, interact and reflect.

Arizona Falls hosts many events throughout the year and is the perfect location to kick off the 1st Annual AZ Walk Of Courage. Visitors, surrounded by water on three walls in the water room, may sit on large boulders as they enjoy the cool and soothing sounds of flowing water.

THE ATTENDEES



We are gearing up for a great walk! Many teams and individuals have already signed up! For the 1st Annual AZ Walk of Courage, we are anticipating the following:

- 500 in person runners
- 250 virtual runners from all over the country
- 25 Volunteers lending a hand where needed
- 100+ spectators cheering on our racers

Why Sponsor Us

More than just a need...

The American Burn Association states that roughly 450,000 patients receive hospital and emergency room treatment for burns each year. This number doesn't account for burn injuries treated in a clinic or private medical offices. The statistics on these burn survivors are staggering. With little support post injury, the AZ Walk of Courage hopes to provide, much needed awareness for these survivors. Last year, the American Burn Association states that of the 3,400 U.S. burn injury deaths each year:

*2,550 of these deaths are a result of residential fires.

*300 of these deaths results from vehicle crash fires

*The remaining 550 result from other causes, such as flames, smoke inhalation, scalding and electricity

Healing after a burn injury can be a lifelong journey of physical, emotional, psychological and social recovery. A burn injury doesn't impact just the survivor. Families & friends face their own journey of healing. Changed By Fire, alongside The AZ Burn Foundation, and with your support is committed to providing support to burn survivors & their families.

6 reason to become our partners as sponsors.

1

Brand Association

Public recognition for having your brand associated with a charitable cause.

2

Community

Show people you are involved in the local community and invite people to action

3

Visibility

Be a named sponsor on promotional material as well as recognition on a local and even national level.

4

Support

Supporting a worthwhile cause while bringing awareness to the burn community

5

Reach

Measurable, quantifiable unique customer reach via events, mailing, social media

6

Stand Out

Differentiate yourself by aligning with a worthwhile cause

Sponsorship Package



PRESENTING

- Recognition as “Presenting Sponsor” on event signage, online and printed marketing for event
- Logo on finisher medal lanyards
- Opportunity to speak at event or start race
- Company promotional items (provided by you) added to “swag bag” for each participant
- Recognition on social media channels at event during program
- Your name/Logo on course sign
- Your name/Logo on race t-shirt
- Your logo placed on race event landing page
- Reserved booth space on race day in community partner area
- Free race registration (10 ea)

\$7500



ALL STAR

- Company promotional items (provided by you) added to “swag bag” for each participant
- Recognition on social media channels at event during program
- Your name/Logo on course sign
- Your name/Logo on race t-shirt
- Your logo placed on race event landing page
- Reserved booth space on race day in community partner area*
- Free race registration (8 ea)

\$5000

*First 25 sponsorships

**Alternative sponsorships and benefits are available by contacting Julie Piccione at juliepiccione@changedbyfire.org

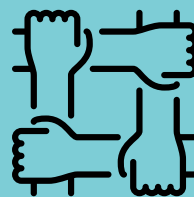
Are you interested in providing support to the AZ Walk of Courage with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with the AZ Walk of Courage? Sponsorship proposals can be customized to meet your business needs by contacting Julie Piccione at juliepiccione@changedbyfire.org.



HERO

- Company promotional items (provided by you) added to “swag bag” for each participant
- Recognition on social media channels at event during program
- Your name/Logo on race t-shirt
- Your logo placed on race event landing page
- Reserved booth space on race day in community partner area*
- Free race registration (5 ea)

\$2500



WARRIOR

- Company promotional items (provided by you) added to “swag bag” for each participant
- Recognition on social media channels at event during program
- Your name on race t-shirt
- Your name placed on race event landing page
- Reserved booth space on race day in community partner area*
- Free race registration (2 ea)

\$1000

*First 25 sponsorships

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AGREEMENT FORM

Please fill out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Julie Piccione at juliepiccione@changedbyfire.org. Please don't hesitate to contact us with any questions. (602) 620.3580

Contact Information

_____	_____
COMPANY NAME	CONTACT PERSON NAME
_____	_____
COMPANY EMAIL	PHONE



Sponsorship Package

_____	\$7500.00 Presenting Sponsor
_____	\$5000.00 All Star Sponsor
_____	\$2500.00 Hero Sponsor
_____	\$1000.00 Warrior Sponsor

Thank you for supporting burn survivors, wellness and our community!

Once we receive your completed sponsorship form, AZ Walk of Courage staff will contact you to discuss event arrangements, sponsorship benefits, and recognition.

Please send your high-resolution color and black and white logos (.eps or .ai) to: juliepiccione@changedbyfire.org

All materials will be sent for your approval before going to print.

Payment Information

_____	Please send me an invoice
_____	I have enclosed a check made payable to Changed By Fire
_____	Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

_____	_____	_____
CARD NUMBER	EXPIRATION DATE	SECURITY CODE

\$ _____	_____	_____
Total Sponsorship Commitment	Authorized Sponsor Signature	Date

Thank you for your support.

Thank You

On behalf of the staff, board and committed friends of AZ Walk of Courage, I want to thank you for taking the time to read and consider our sponsorship proposal for the 1st Annual Walk of Courage.

We are on a mission, and we are not only looking for sponsors who will not only help us achieve our goals, but also ones who will stand alongside of us as partners. The generosity of your sponsorship ensures our ability to continue our passion for healing and advocating for burn survivors and their families.

With us, your contribution to our walk is a true partnership. We are here to make sure it is mutually beneficial for your organization or business. Contact us with any ideas you may have for cross promotion!

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