15th Anniversary Walk4Hearing
National Sponsorship Opportunities

The Walk4Hearing is a national program to increase awareness about hearing health and raise funds for national and local programs for people with hearing loss. Held annually in 20 cities across the U.S., the Walk4Hearing is a call to action for people to learn about hearing health and hearing protection, and how to live well with hearing loss. Children, families, and adults of all ages who participate in Walk Day make valuable friendships, and are introduced to hearing health professionals, hearing assistive technologies and other services.

We know that hearing health impacts overall health and the ability to enjoy life to the fullest. The Walk4Hearing invites everyone to have their hearing checked and to do something now to stay vital.

Do something big about hearing health!

In celebration of the Walk4Hearing’s 15th anniversary, we expect to reach more than 10,000 participants. As a national sponsor, you can partner with the Walk4Hearing to educate consumers about hearing health and all they can do to live well with hearing loss.
Walk4Hearing Supports Programs and Services Nationally and Locally

- Raise public awareness and provide unbiased information about hearing health
- Support federal policies that ensure hearing-aid-compatible and captioned phones, internet captioning, hearing access in public places and in airline travel, and more
- Host informational seminars about the latest in hearing technologies and services
- Support those on their hearing journey, including parents of children with hearing loss
- Offer veterans free digital subscriptions to our award-winning magazine, Hearing Life and complimentary registration to the HLAA Convention for first-time attendees
- Ensure hearing assistive technology and other products are accessible to people with hearing loss
- Provide consumer input to research
- Provide resource toolkits for the workplace and in medical settings
- Make HLAA Chapter meetings accessible through captioning and hearing assistive technology
- Make scholarship opportunities available to college students with hearing loss
- Install hearing assistive technology in public places
- Sponsor seminars on hearing health, hearing technologies, and strategies for coping with hearing loss for families

The Hearing Loss Association of America (HLAA) is the nation’s leading nonprofit organization representing people with hearing loss. HLAA opens the world of communication to people with hearing loss through information, education, support and advocacy. With more than 48 million Americans living with hearing loss, we work nationally and in local communities to provide vital assistance and resources to help people with hearing loss and their families live a better life.
## 2020 National Sponsorship Opportunities

### Companies Make an Impact Through Partnership

We offer a range of sponsorship levels and benefits, and can work with you to customize a package that best achieves your objectives.

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>CAPITAL $100,000</th>
<th>PREMIER $50,000</th>
<th>PLATINUM $35,000</th>
<th>DIAMOND $25,000</th>
<th>SILVER $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Walk4Hearing website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition and logo in Walk4Hearing media releases, <em>Hearing Life</em> magazine, and <em>Hearing Life</em> e-News</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Use of Walk4Hearing logo and affiliation as sponsor in your company materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Exhibit table at all Walk4Hearing locations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Logo on all walk day banners and signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Logo on Walk4Hearing brochures and t-shirts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recognition on social media including separate sponsorship announcements for spring and fall walk seasons and many mentions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Email blasts exclusively about your company to registered walkers for fall and spring walk seasons (why we walk)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Advertorial space in <em>Hearing Life</em> magazine and <em>Hearing Life</em> e-News</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Web ad on Walk4Hearing page on <a href="http://hearingloss.org">hearingloss.org</a></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Opportunity to greet audience at select Walk4Hearing locations</td>
<td>✓</td>
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<tr>
<td>Listing on Walk4Hearing save-the-date postcards</td>
<td>✓</td>
<td></td>
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<tr>
<td>Customized benefits</td>
<td>✓</td>
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</tbody>
</table>
CONTACT INFORMATION

COMPANY NAME

CONTACT NAME

TITLE

ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL

SPONSORSHIP LEVEL ___________________________ $ __________________

PAYMENT INFORMATION

We would like to become a national sponsor.

☐ Check enclosed payable to the Hearing Loss Association of America.

☐ I would like to make my payment by direct bank transfer. Please contact me.

☐ Please provide an invoice.

BILLING CONTACT NAME

PHONE

EMAIL

COMPLETE AND RETURN THIS FORM WITH PAYMENT TO:

ATTN: Walk4Hearing Sponsorship
Hearing Loss Association of America
7910 Woodmont Avenue, Suite 1200
Bethesda, MD 20814

walk4hearing.org
301.657.2248
development@hearingloss.org

For information contact Marilyn DiGiacobbe at 301.657.2248, ext. 106 or mdigiacobbe@hearingloss.org.