



May 2, 2020

FDR Park

2957 Crompond Road (parking lot #4)

Yorktown Heights, NY

15th Anniversary Walk4Hearing 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. The Walk4Hearing also invites everyone to have their hearing screened 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 sponsor, you can partner with the Walk4Hearing to educate consumers about hearing health and all they can do to live well with hearing loss.



Since 2006

\$802,615 Raised

3,100 Walkers

326 Teams

29 Alliances

In 2019

\$40,209 Raised

200 Walkers

34 Teams

8 Alliances



Get Your Hearing Screened!

- Encouraging participants to practice good hearing health is an important part of the Walk4Hearing.
- A hearing screening is the first step toward preventative care, as untreated hearing loss affects overall health and quality of life.
- Some 2020 Walk locations will have free hearing screenings on-site, and provide information about local audiology services.



Almost **700 people** had their hearing screened at a Walk4Hearing since 2018



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 better lives.

SPONSORSHIP BENEFITS	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,500	BRONZE \$1,000	SUPPORTER \$500	FRIEND \$250
Logo Visibility						
Walk4Hearing T-shirt	✓	✓	✓	✓	✓	✓
Walk4Hearing Website	✓	✓	✓	✓	✓	
Logo on Website Links to Company Page	✓	✓	✓	✓		
Walk4Hearing Brochure/Poster	✓	✓	✓	✓		
Outreach Opportunities						
Company website included on local Walk Social Media page (1 per month)	✓	✓	✓	✓		
Listing in event-related news releases	✓	✓	✓			
Recognition in email to Walk supporters	✓	✓	✓			
Walk Day Opportunities						
18x24 Sign with Logo on Walk Route	✓	✓	✓			
Information Table, tent, and banner at Walk	✓	✓				
An executive to be honorary business chair	✓					
Additional customized marketing opportunity	✓					

SPONSORSHIP LEVEL

SPONSORSHIP LEVEL

CONTACT INFORMATION

COMPANY NAME

CONTACT NAME

TITLE

ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL

WEBSITE

IMPORTANT DEADLINES

- March 6—Imprint on Brochure/Poster
- April 3—Imprint on T-shirts
- April 10—Imprint on Walk Sign

PAYMENT INFORMATION

- o Check enclosed and payable to Walk4Hearing.
- o Please invoice us.

SUBMISSION INFORMATION

Submit forms and payment to:

Karen Ratner
Westchester/Rockland Walk4Hearing
264 Suffolk Ave
Staten Island, NY 10314

Send logo to National Walk4Hearing Manager
Ronnie Adler at radler@hearingloss.org.

Hearing Loss Association of America is a tax-exempt, charitable organization and is eligible to receive tax deductible contributions under IRS Code 501(c)(3). Walk4Hearing is produced by HLAA.