

WALK4HEARING 2017 National Corporate Sponsorship Opportunities

Join over 12,000 participants at 21 walks around the nation!

WHY BECOME A CORPORATE SPONSOR?

Sponsoring HLAA's Walk4Hearing demonstrates your commitment to the hearing loss community. With walks in 21 cities across the nation, a Walk4Hearing sponsorship can connect you to over 12,000 participants leading the way to increase awareness for the hearing loss community nationwide.

Walk4Hearing participants are the very people who use your products and services. In addition to increasing your nationwide brand identity, sponsoring the event gives you the chance to gain valuable face-to-face connections in communities throughout the country.

WHAT DO WE DO WITH THE MONEY RAISED?

Funds raised from the HLAA Walk4Hearing are shared between local HLAA chapters, local organizations or programs serving people with hearing loss, and the national HLAA organization. All money raised goes directly towards HLAA's mission of providing assistance and resources for people with hearing loss as well as improving communication access, public policy, research, public awareness and service delivery related to hearing loss.

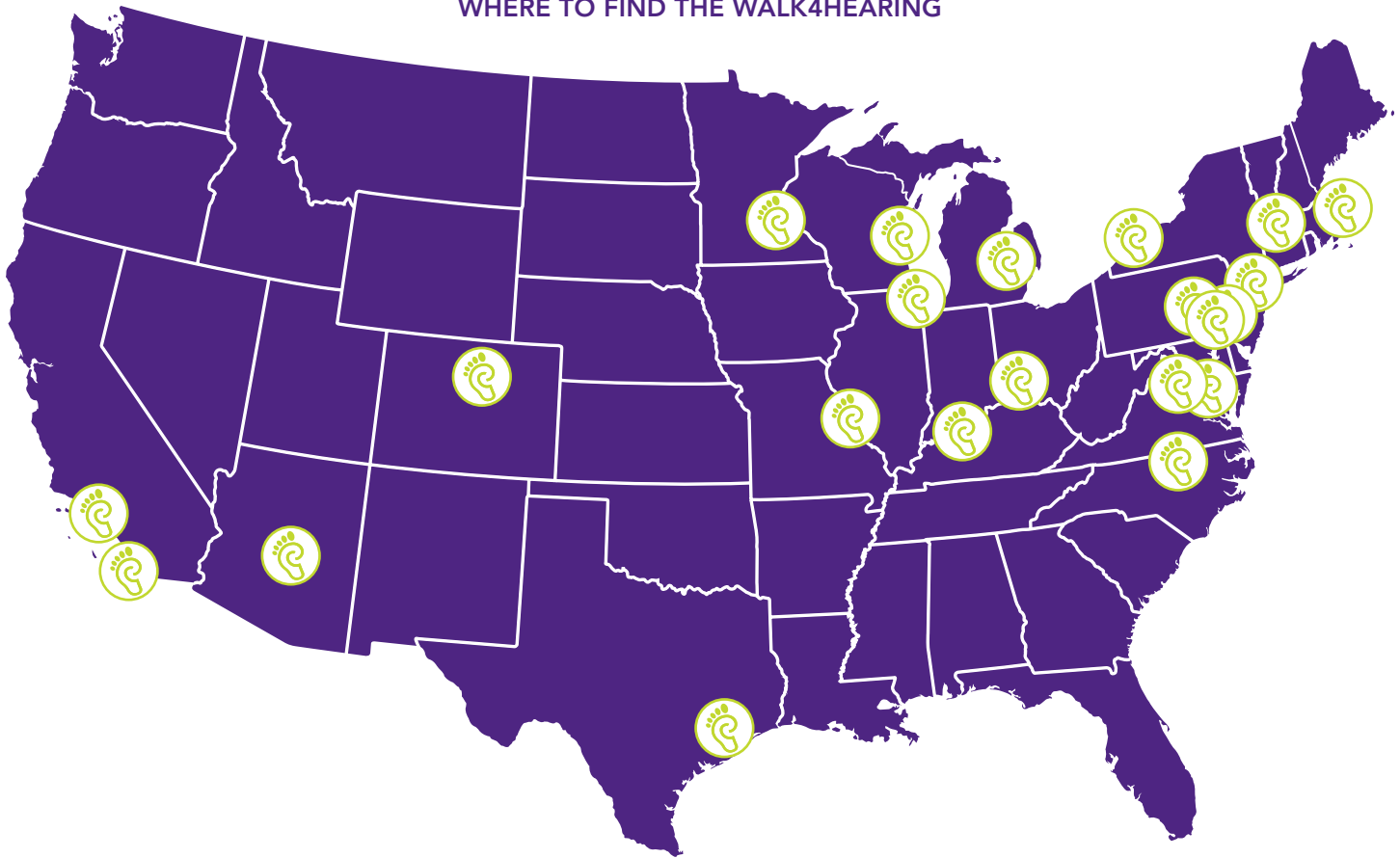
PREVIOUS HLAA WALK4HEARING SPONSORS

AARP
Advanced Bionics
Beltone
CapTel
CaptionCall
ClearCaptions
Cochlear Americas
Hamilton CapTel
HearUSA
hiHealth Innovations
IBM
IntriCon
Med-El
Phonak
Regal Entertainment Group
T-Mobile
Wells Fargo
Widex



Since 2006, hearing loss community leaders, advocates and members have gathered at HLAA's annual Walk4Hearing to raise awareness. With more than 12,000 people expected to join us for our 2017 walks, this is a great opportunity to increase brand awareness, build visibility and connect with your customers.

WHERE TO FIND THE WALK4HEARING



HOW MANY WALKERS ARE EXPECTED?

Boston, MA: 750
 Buffalo, NY: 300
 Chicago, IL: 1,000
 Cary, NC: 500
 Dayton/Cincinnati, OH: 250
 Hartford, CT: 1,000
 Houston, TX: 500

Littleton, CO: 350
 Long Beach, CA: 750
 Louisville, KY: 350
 Mesa, AZ: 500
 Milford, MI: 450
 Milwaukee, WI: 400
 Minneapolis, MN: 250

New York City: 2,000
 Philadelphia, PA: 2,500
 San Diego, CA: 300
 St. Louis, MO: 350
 Washington, DC: 300
 West Windsor, New Jersey: 1,000
 Westchester/Rockland, NY: 250

For more information please visit www.walk4hearing.org or call Keegan at 202.337.1893.

2017 NATIONAL SPONSORSHIP OPPORTUNITIES

| Sponsorship Benefits | PREMIER \$50,000 | PLATINUM \$35,000 | DIAMOND \$25,000 | SILVER \$15,000 |
|--|---------------------|----------------------|---------------------|--------------------|
| Brand placement on signage at all Kickoff and Walk4Hearing events | ✓ | ✓ | ✓ | ✓ |
| Recognition in Walk4Hearing media releases | ✓ | ✓ | ✓ | ✓ |
| Recognition in HLAA media outlets including walk4hearing.org, <i>Hearing Loss Magazine</i> and HLAA e-News | ✓ | ✓ | ✓ | ✓ |
| One-year HLAA Corporate Membership (new or renewal) | ✓ | ✓ | ✓ | ✓ |
| Use of Walk4Hearing logo throughout the year in your company materials | ✓ | ✓ | ✓ | ✓ |
| Use of "An Official Walk4Hearing Sponsor" throughout the year in your company materials | ✓ | ✓ | ✓ | ✓ |
| Opportunity to staff exhibit table at any or all of the Walk4Hearing locations | ✓ | ✓ | ✓ | ✓ |
| Brand placement on Walk4Hearing brochure and Walk4Hearing Poster | ✓ | ✓ | ✓ | ✓ |
| Brand placement on Walk4Hearing T-shirts | ✓ | ✓ | ✓ | ✓ |
| One 1/3 page ad in <i>Hearing Loss Magazine</i> | ✓ | ✓ | ✓ | |
| One 1/2 page ad in <i>Hearing Loss Magazine</i> | ✓ | ✓ | | |
| Opportunity to submit an article about your company for publication in <i>Hearing Loss Magazine</i> , walk4hearing.org and HLAA e-News | ✓ | ✓ | | |
| Sponsorship of Convention 2016–2017 Walk4Hearing Breakfast with an opportunity to address Walk leaders | ✓ | | | |
| Opportunity for CEO to be a National Business Chair | ✓ | | | |
| Full-page ad in <i>Hearing Loss Magazine</i> | ✓ | | | |

2017 NATIONAL SPONSORSHIP CONTRACT

CONTACT INFORMATION

Company Name

Contact Name

Title

Address

City, State, Zip Code

Phone

Fax

Email

SPONSORSHIP OPPORTUNITIES

Sponsorship Level

\$ _____



SUBMISSION INFORMATION

Submit questions, forms, and payment to:
HLAA Exhibiting & Marketing Sales Office
2168 Wisconsin Ave, NW Washington, DC 20007
or fax to 202.337.1200.

PAYMENT INFORMATION

We are enclosing this contract with full payment for the Sponsorship & Marketing Opportunities. If you need a receipt or invoice please contact keegan@bluehouse.us.

Check enclosed made payable to Hearing Loss Association of America (PREFERRED METHOD OF PAYMENT)

Charge to: American Express MasterCard Visa

Card Number

Exp. Date

Security Code

Cardholder Name

Billing Address (if different than company address)

Billing Address (continued)

Authorized Signature

Date