2019 Walk4Hearing National Corporate Sponsorship Opportunities

A Walk4Hearing sponsorship can extend your organization’s reach to more than 10,000 participants who are leading the way to increased awareness about hearing loss. As a national sponsor you can increase the visibility of your brand and make valuable face-to-face connections in communities throughout the country.

Two New Walks in 2019!

The Walk4Hearing program continues to grow! We are excited to add two new Walks, in Salt Lake City and Nashville. Both are scheduled for spring 2019.

CaptionCall is the proud Capital Level sponsor of the HLAA Walk4Hearing. We’re excited about HLAA’s mission to provide local and national programs and services for the hearing loss community. It is important for anyone experiencing hearing loss to take action to have their hearing evaluated by a qualified professional and to take advantage of the available technology, including captioned telephones, to keep socially connect for a longer, happier and healthier life.

Bruce Peterson
Vice President of Marketing, CaptionCall
Walk4Hearing Capital Sponsor

An Unforgettable Walk Day Experience

Here’s what happens at an HLAA Walk4Hearing:

- Everyone affected by hearing loss is empowered and inspired
- Children with hearing loss come and meet others like themselves
- Parents share stories and resources
- Friends and family get their hearing screened
- People with hearing loss realize they are not alone
- Walkers share their hearing loss journey
- Lifelong friendships are formed
- People get information they might not easily find anywhere else when national and local sponsors exhibit their products and services
Call to Action: Get Your Hearing Screened!

In 2019 our call to action continues to be Get Your Hearing Screened! because untreated hearing loss affects overall health in negative ways (falls, isolation, anxiety, depression, cognitive decline), and because the majority of primary care physicians do not provide adults with a screening.

Walk locations will provide a free hearing screening for walkers and provide information should they need to see an audiologist for further testing.

Follow us on Twitter @Walk4Hearing and tweet #screenURhearing to let us know that you got your hearing checked or encouraged someone else to do so.

Money Raised from the Walk4Hearing Supports National and Local Programs

National Programs:

- Raise public awareness and provide unbiased information about hearing health
- Advocacy at the federal level to support policies for such things as hearing aid compatible and captioned phones, hearing access in public places, captioning on the internet.
- Hold research symposia on relevant hearing loss issues
- Support those on their hearing journey, including parents of children with hearing loss
- Offer veterans a free digital membership, which includes a subscription to our magazine, Hearing Life
- Work with industry to ensure that products are accessible to people with hearing loss
- Provide consumer input to research
- Provide resource toolkits for the workplace and in medical settings
Local Programs:

• Resources such as captioning and meeting spaces for our HLAA Chapters to provide information and support to their local hearing loss community
• Scholarships toward college tuition for students with hearing loss
• Funds for hearing aids and devices for people who cannot afford them
• Installation of hearing assistive technology so people have hearing access in public places
• Seminars on coping with hearing loss for families
• Hold hearing health and technology seminars sponsored by HLAA Chapters and other community groups

A Win for Your Company!

• Brand recognition
• Sales leads and prospect generation
• Customer loyalty
• Hospitality opportunities
• Product and service brand campaigns
• National reach
• Volunteer integration
• Employee engagement

Past and Present HLAA Walk4Hearing Sponsors Include:
AARP • Advanced Bionics • Beltone
CapTel Captioned Telephone • CaptionCall
ClearCaptions • Cochlear Americas
Hamilton CapTel • HearUSA • hi HealthInnovations
IBM • IntriCon • MED-EL • Phonak
Regal Entertainment Group • T-Mobile
Wells Fargo • Widex

2018 Walk4Hearing:
8,500 walkers
750 teams
$1.2 million raised for national and local programs

2019 Walk4Hearing Locations:

Spring
Milwaukee, WI—May 11
Westchester/Rockland, NY—May 11
Milford, MI—May 18
Salt Lake City, UT—May 18
Long Beach, CA—June 8
Littleton, CO—June 9
New Britain, CT—June 9
Nashville, TN—June 15

Fall
New York City, NY—Sept. 22
Chicago, IL—Sept. 28
Buffalo, NY—Sept. 29
San Diego, CA—Sept. 29
Houston, TX—Oct. 5
Cary, NC—Oct. 13
West Windsor, NJ—Oct. 13
Washington, DC—Oct. 19
Philadelphia, PA—Oct. 20
Brighton, MA—Oct. 27
Louisville, KY—Nov. 2
Mesa, AZ—Nov. 2

Since 2006, the Walk4Hearing:
Has raised more than $14 million for national and local programs
Held 245 Walks
Welcomed 100,000 walkers

2018 Walk4Hearing:
8,500 walkers
750 teams
$1.2 million raised for national and local programs
Money Raised from the Walk4Hearing Supports National and Local Programs

Sponsorship Core Benefits

- Logo on Walk4Hearing website and all signage
- Recognition in Walk4Hearing media releases, Hearing Life magazine, Hearing Life e-News and social media
- Use of the Walk4Hearing logo and use of “Official Walk4Hearing Sponsor” throughout the year in your company materials
- Opportunity to staff an exhibit table at any or all of the Walk4Hearing locations
- Logo placement on Walk4Hearing marketing materials including posters, t-shirts, participant emails, and signage along the Walk route
- Sponsorship announcement on social media plus plenty of mentions throughout the spring and fall
- Invitation to attend the Walk4Hearing Strategy Session for sponsors and HLAA leadership at the HLAA2019 Convention in Rochester, NY

Sponsorship Levels

**Capital $100,000+**
- Customized benefit package—talk with us about benefits that will help you reach your marketing objective

**Premier $50,000**
- Two emails (spring and fall) exclusively promoting your company to registered walkers and donors
- Opportunity to submit an article about your company for publication in Hearing Life magazine and Hearing Life e-News
- Sponsorship of HLAA2019 Convention Walk4Hearing Luncheon with an opportunity to address Walk4Hearing leaders

**Platinum $35,000**
- Two emails (spring and fall) exclusively promoting your company to registered walkers and donors
- Opportunity to submit an article about your company for publication in Hearing Life magazine, and Hearing Life e-News
- Web ad on Walk4Hearing page on hearingloss.org

**Diamond $25,000**
- Two emails (spring and fall) exclusively promoting your company to registered walkers and donors

**Silver $15,000**
- Host a webinar about your company, product or service

*Interested in sponsoring a give-away with your logo? Connect with Nancy Macklin at 301.657.2248, Ext. 106 to discuss your ideas.*

Convention Walk4Hearing

Join us at the HLAA2019 Convention Walk4Hearing in Rochester, NY. Nearly 200 attendees walked in Minneapolis last year and we’re continuing the tradition at HLAA2019! For more information visit hearingloss.org/programs-events/convention/.
2019 National Walk4Hearing Sponsorship Contract

CONTACT INFORMATION

COMPANY NAME

CONTACT NAME

TITLE

ADDRESS

CITY, STATE, ZIP

PHONE

FAX

EMAIL

SPONSORSHIP LEVEL

PAYMENT INFORMATION

We are enclosing this contract with full payment for our Walk4Hearing sponsorship. If you need a receipt or invoice, please contact Nancy Macklin at nmacklin@hearingloss.org.

☐ Check enclosed made payable to HLAA.

Charge to:

☐ American Express ☐ MasterCard ☐ Visa

CARD NUMBER

EXPIRATION DATE SECURITY CODE

CARDHOLDER NAME

BILLING ADDRESS (IF DIFFERENT THAN COMPANY ADDRESS)

AUTHORIZED SIGNATURE DATE

SUBMISSION INFORMATION

Submit questions, forms and payment to:

HLAA
ATTN: Nancy Macklin, Director of External Affairs
7910 Woodmont Avenue, Suite 1200
Bethesda, MD 20814
301.657.2248, Extension 106
nmacklin@hearingloss.org

For more information please visit walk4hearing.org.
Help Us Get to Know You Better

1. Are you planning to promote any special products or services at Walk4Hearing in 2019? ________________________________

2. Will you have a corporate team? If so, please provide the name of your team captain so we can communicate with them regarding resources, tool kits, and planning calendars. ________________________________

3. Please provide all necessary branding assets, including your logo (color and b/w), brand guidelines, messaging, and advertisements. Also, please provide your marketing or social media point of contact so we can work with them this year to spread the word about your sponsorship! ________________________________

4. Will your employees be volunteering at the walks? If so, please provide the name and contact information for the volunteer coordinator at your organization. ________________________________

5. Please let us know about special dates in 2019 that we should be aware of including, but not limited to, company anniversary, special release dates, investor meetings, etc. ________________________________

6. Please provide all social media accounts and hashtags that you would like us to reference when promoting your organization. ________________________________