

# AMERICA WALKS

Making America a Great Place to Walk



## Corporate Sponsorship Package 2015



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Making America a Great Place to Walk

## About America Walks

America Walks, a 501(c)(3) nonprofit national organization, is building a diverse and powerful coalition to advance and protect walking at the national level serving as a coordinator, information clearinghouse, and resource provider for national, state and local advocates. America Walks is the only national organization exclusively devoted to making America a great place to walk.

## The Mission

America Walks is committed to mobilizing individuals, organizations and businesses to increase walking and walkability in America. Walkable communities help to promote physically, mentally and economically healthy neighborhoods, with studies consistently finding benefits to increasing walkability in all types and sizes of cities.

## Recent Success

Thanks to our network of local advocates and corporate sponsors, America Walks made 2014 a landmark year of growth and success. With help of our sponsors, America Walks was able to:

- **New Survey Released:** America Walks conducted a national survey that brought out important insights into advocacy across the nation to increase walking and walkability. We heard from 532 organizations and were overwhelmed by the amount of new information, successes organizations are having in changing policy and how many of them achieve progress with very limited budgets.
- **New Publications:** America Walks is proud of its series of Case Studies. Recent case studies examined how local officials, communities and states are fostering walkability as a way to inform and inspire all our advocates. They are great real-life examples that offer people the tools they need to make change in their own communities.
- **Every Body Walk! Collaborative:** America Walks leads the Every Body Walk! Collaborative, a national partnership aimed at making America more walkable and get people active. We are partnering to promote our stories in the media, coordinate national groups and local networks and ensure a robust response to the upcoming US Surgeon General's Call to Action on Walking and Walkability.
- **2nd National Walking Summit:** In 2013 we held our first – and very successful – National Walking Summit. America Walks will host the 2nd National Walking Summit October 28-30 2015! This event will again give advocates the chance to network, learn, share and coordinate.
- **National and Federal Leader:** America Walks is the leader in Washington, DC dedicated to advancing walking and walkability. We work with federal officials to improve policy and increase funding. In 2014, we successfully advocated for including a pedestrian and bicycle safety performance measure in the current transportation bill, making the federal government more accountable for keeping Americans safe.

## Become a Sponsor

As a corporate sponsor, you are investing in supporting healthy, safe and well-designed communities through national and local education, advocacy and the successful series of programs America Walks puts on each year. Your support helps America Walks continue to be the leading voice and resource for the walkable movement in America.

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## **Benefactor: \$10,000 and Higher**

- Continuous display of sponsor logo/link on America Walks homepage
- Top level sponsor of one AW programs or printings -- Vision for a Walkable America; State and Local Action Plans, Walking Action Network, etc.
- Logo on six America Walks Walking Action Network webinars or discussion forums
- Feature article each year in E-news, distributed to 10,000+ walking leaders
- Continuous display of logo/link on America Walks sponsor page
- Access to America Walks Members Only ListServe for unlimited employees/partners
- Use of America Walks logo on your website

## **Visionary: \$5,000 and Higher**

- Half-year display of sponsor logo/link on America Walks homepage
- Secondary level sponsor of one America Walks program or publication -- Vision for a Walkable America; State and Local Action Plans; Pedestrian Action Network, etc.
- Logo on four America Walks' Walking Action Network webinars or discussion forums
- Article and Recognition in E-news, distributed to 7,000+ walking leaders
- Continuous display of logo/link on America Walks sponsor page
- Access to America Walks Members Only ListServe for unlimited employees/partners
- Use of America Walks logo on your website

## **Power Walker: \$2,500**

- Quarter-year display of sponsor logo/link on America Walks homepage
- Third-tier sponsor of one AW event, webinar, or publication -- Vision for a Walkable America; State and Local Action Plans; Pedestrian Advocacy Network
- Logo on two America Walks' Walking Action Network webinars or discussion forums
- Continuous display of logo/link on America Walks sponsor page
- Recognition in E-news, distributed to 7,000+ walking leaders
- Access to America Walks Members Only ListServe for unlimited employees/partners
- Use of America Walks logo on your website

## **Strider: \$1,000**

- Two months display of logo/link on America Walks homepage
- Logo on one America Walks' Walking Action Network webinar or discussion forum
- Continuous display of logo/link on America Walks sponsor page
- Recognition in E-news, distributed to 7,000+ walking leaders
- Access to America Walks Members Only ListServe for unlimited employees/partners
- Use of America Walks logo on your website

## **Pacesetter: \$250**

- One month display of sponsor's logo/link on America Walks homepage
- Continuous display of logo/link on America Walks sponsor page
- Recognition in E-news, distributed to 7,000+ walking leaders
- Access to America Walks' Members Only ListServ
- Use of America Walks' logo on your website