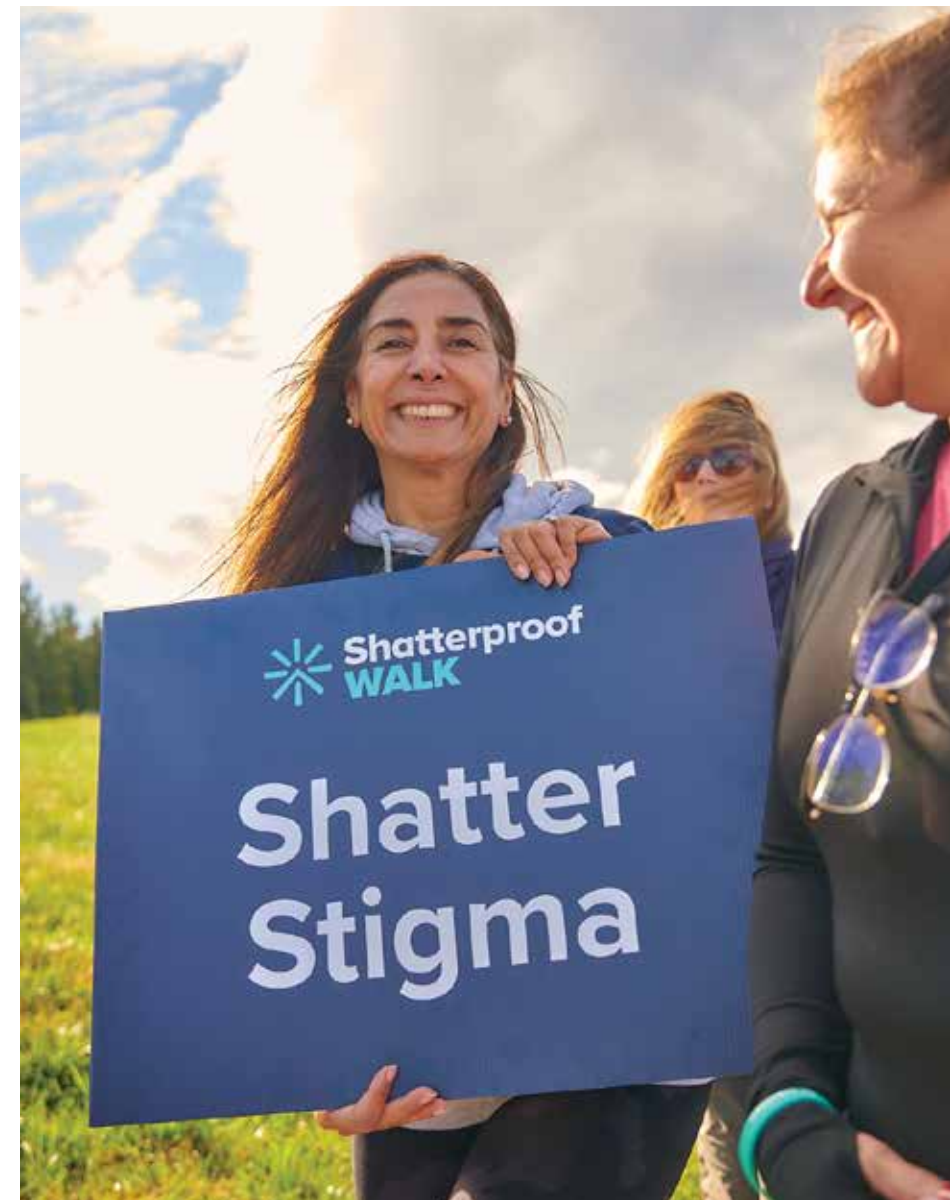




## SPONSORSHIP OPPORTUNITIES & BENEFITS 2024

# Partner With Us

Together, we can end the stigma of addiction and create communities of hope.





## About the Shatterproof Walk

The Shatterproof Walks unite thousands of friends, family members, and co-workers to support one another and raise vital funds that are transforming addiction treatment. Walk day enables us to have a collective impact on silencing stigma and shame. Join us to celebrate those in recovery, bring hope to those living with substance use disorders, and honor those that we have lost to addiction.

### How to Support Shatterproof

Your sponsorship of Shatterproof will give you recognition throughout the year.

#### Corporate Sponsorship:

Your philanthropic support of the Walk through sponsorship and activations signal your commitment to our cause and provide needed program support.

#### Employee Engagement:

Employees and their families can register as one corporate team or multiple teams, representing departments or regions. They can also bond as event day volunteers.

#### In-kind Support:

Donated products, marketing, and various services before, during, and after the Shatterproof Walk are appreciated.

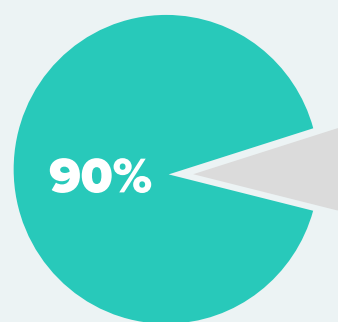
#### Marketing & Outreach:

Help Shatterproof reach even more people through your communication channels, spokespeople, and donated media.

**MORE THAN 74 CENTS OF EVERY DOLLAR** goes directly toward programs and services to transform the treatment system, end addiction stigma, and empower our communities.

**NEARLY  
49 MILLION**

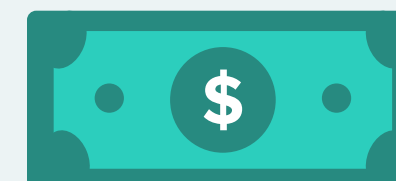
Individuals living with substance use disorder (SUD) in the U.S.



Nearly 90% of people who need treatment do not receive it.

**21+ MILLION**

Individuals living in recovery



**\$740 BILLION**

Substance use disorder costs employers more than \$740 billion every year.

Benefits are guaranteed if commitment is made and required materials are received by July 15, 2024.

Partnership Level & Philanthropic Commitment		Presenting \$50,000/Per Market	Champion \$50,000	Signature \$25,000	Premium \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000	Supporting \$2,500
Brand Recognition/Visibility Benefits									
Walk event presenting sponsor naming rights. i.e., Shatterproof Walk New York City presented by XXX		X							
Stage Signage (presenting sponsor only)		X							
Logo in Walk Promotional PSA		X	X	X					
Company Name included in Shatterproof's Annual Report		X	X	X	X				
Logo on www.shatterproofwalk.org Main landing page			X	X	X				
Logo on the back of the Walk t-shirt		X	X	X	X				
Featured Email - email sharing support and impact of partner to participants		X - Market Only	X	X					
Exclusive Facebook, Instagram, X, and/or LinkedIn Post on Shatterproof Channels		X	X	X					
Non-exclusive Facebook, Instagram, X, and/or LinkedIn Post on Shatterproof Channels		X	X	X	X	X	X	X	X
Logo in footer of Walk emails		X	X	X					
Lunch & Learn / Town Hall Meeting, facilitated by Shatterproof — virtual or in-person		X	X	X					
Inclusion in event media alerts/press releases		X	X	X	X	X			
Logo on www.shatterproofwalk.org event market landing page		X				X	X	X	
Logo on signage (exclusive)		X	X	X					
Logo on signage shared					X	X	X	X	X
Logo in Walk Recap Video		X	X	X	X				
Day-of Walk									
Opportunity to have table in the Community Resource Village		X	X	X	X	X	X	X	X
Verbal recognition on Walk Day		X	X	X	X	X			
2024 Walk T-Shirts		X-50	X-35	X-25	X-15				
Promo item distribution		X	X	X	X	X	X	X	



# Walk Schedule \*2024



**Chicago, Illinois**  
September 28 – *Diversey Harbor*

**Boston, Massachusetts**  
October 5 – *Carson Beach*

**Washington, D.C.**  
October 19 – *The Wharf*  
*\*New Location\**

**New York City, New York**  
October 26 – *Pier 84*

**Dallas, Texas**  
November 9 – *The Sound at Cypress Waters*  
*\*New Location\**

**Los Angeles, California**  
November 16 – *Grand Park*

[shatterproofwalk.org](https://shatterproofwalk.org)

**Questions?**  
[walk@shatterproof.org](mailto:walk@shatterproof.org)

