



# Investing in Alexandria's Future

## Building brighter futures starts with community.

More than 13,500 Alexandrians live in poverty. At over 15%, Alexandria's child poverty rate is the highest in all of Northern Virginia. Serving the City of Alexandria since 1972, the ALIVE! Child Development Center believes that all children deserve high-quality early education and care, regardless of family income. 100% of the families we serve receive tuition assistance. Now more than ever, Alexandria's children and families need our help.

Now in its 37th year, the **StepALIVE! Walkathon** is one of our City's most important fundraising events, bringing together the community to provide funding that puts top-notch, nationally accredited early education and care within reach for Alexandrians who couldn't otherwise afford it.

**StepALIVE! Sponsorship** offers an affordable, cost-effective way for your business or organization to invest in Alexandria's children and receive generous community exposure at the same time. All donations to ALIVE! are tax-deductible to the full extent allowed by Federal Law.

**365 days a year, ALIVE! provides food, shelter, emergency help and early education** for Alexandrians living in poverty and with hunger. Rooted in community, ALIVE! is the oldest and largest private safety net in the City of Alexandria, serving thousands of people every month.



**TURN THIS PAGE OVER TO SEE SPONSORSHIP OPPORTUNITIES!**

**ALIVE! • 2723 King Street, Alexandria, VA 22302 • 703-837-9321 • [info@alive-inc.org](mailto:info@alive-inc.org)**

[www.alive-inc.org](http://www.alive-inc.org) • [fb.com/alive4alexandria](https://fb.com/alive4alexandria) • [@alive4alexVA](https://twitter.com/alive4alexVA)





## 37th Annual StepALIVE! Walkathon SUNDAY, MAY 6, 2018 ~ 2PM TO 5PM

### Registration, Start & Celebration:

First Christian Church  
2723 King Street, Alexandria, Virginia 22302

**1:15pm:** Registration and T-Shirt Pick-Up Opens

**2:00pm:** Opening Ceremony and Walkathon Start

**3:15pm:** Live Music, Catered Picnic and Raffle

## SPONSORSHIP OPPORTUNITIES

We will happily tailor sponsorship opportunities to meet your corporate giving and marketing needs. For additional information, please contact Allison Coles at (703) 837-9321 or [acoles@alive-inc.org](mailto:acoles@alive-inc.org).

### CHAMPION

\$7,500

- All "Trailblazer" benefits *PLUS*
- Most prominent placement of logo on event collateral\*
- Opportunity for product placement at event
- Logo on route map and "watering hole" signage
- Logo placement on ALIVE! wristbands (distributed throughout the year)

### TRAILBLAZER

\$5,000

- All "Pacesetter" benefits listed below *PLUS*
- Prominent placement of logo on event collateral\*
- Logo on route map and route signage
- Dedicated social media post

\* Event collateral includes t-shirts, signage, registration materials and print & digital promotions. Sponsor logos must be submitted by April 20, 2018.

### PACESETTER

\$2,500

- All "Pathfinder" benefits listed below *PLUS*
- Logo placement on t-shirts
- Logo recognition and hyperlink on website
- Logo recognition on StepALIVE! Online Registration & Donation Site
- Logo on event signage
- Listing in all press releases and media alerts
- Verbal recognition at event

### PATHFINDER

\$1,000

- All "Trekker" benefits listed below *PLUS*
- Logo recognition on website
- Recognition on social media

### TREKKER

\$500

- Name recognition on StepALIVE! official event T-shirt and event signage
- Name recognition on StepALIVE! Online Registration & Donation Site
- Acknowledgement in *ALIVE! Wire* print newsletter (circulation: 2,500+) and digital communications including *ALIVE! Wire* online and e-blasts
- Listing on website

**IN-KIND DONATIONS** of media coverage, food, beverages, entertainment and raffle items are gladly accepted to help make this event a success! Contact Allison at (703) 837-9321 or [acoles@alive-inc.org](mailto:acoles@alive-inc.org) to discuss opportunities and benefits.

All donations to ALIVE!, a 501(c)(3) not-for-profit organization, are tax-deductible to the full extent allowed by Federal law. **Tax ID# 54-0914017**

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