



APRIL 13, 2019 FREDERICKSBURG, VA

LIFE WALK

a pro-life walk benefitting

Mary's Shelter  BETHANY 

Acknowledging that **life** begins at **conception** and is worthy of protection, the community of the Fredericksburg Region is **walking** together in support of **life** and the many ministries in our community that directly sustain and offer hope to those most vulnerable.

LifeWalk will equally benefit the following 501(c)3 organizations:

Bethany Christian Services—Bethany Christian Services envisions a world in which every child has a loving family. We prayerfully walk beside expectant parents as they choose a future and make a plan for their child. We pour in event, information and compassion, and trust that the time we invest in expectant parents will bring confidence and strength for their journey. Bethany staff provides home studies, support, and education for couples seeking to adopt. Open and healthy adoptions allow children to grow up open and healthy and to be all that God calls them to be. (bethany.org/fredericksburg)

Choices Pregnancy Center—Choices Women's Center is a Christ-centered pregnancy medical center that empowers those facing unplanned pregnancy with hope and life-affirming choices. We accomplish this by providing free and confidential ultrasound confirmation, medical consultation, and education programs related to healthy lifestyles, marriage, relationships and parenting. (cwcpartner.org)

Mary's Shelter—We provide an expectant mother, and any additional children she may have, with housing for up to three years in order for her to further her education and/or secure employment. She receives counseling, attends in-house parenting and life-skill classes and adheres to the program covenants which offer structure, self-discipline and guidance. This foundation, rooted in the teachings of Christ, ensures that our mothers have the necessary time and tools to work toward their goals and provide for their children, making the possibility of independent living a reality. (marysshelterva.org)

April 13, 2019

2019 Sponsorship Opportunities

Benefits for Sponsors

- High visibility
- Strong consumer audience
- Ability to reach local families
- Product sampling/company materials
- Employee awareness, team-building and motivation
- Build consumer and brand loyalty
- Community relations
- Reflect your organizations values and vision
- Give back to your community

Visibility

- 1,000 walkers and spectators. Male/Female of all ages. Families.
- Inclusion in all print materials
- A minimum of three (3) e-blasts from each organization including a sponsorship listing. E-blasts reaches more than 6,000 recipients
- Website visits for registration and information to include sponsorship listing. Estimated page views 3,000 from February-April
- Social media presence from each participating ministry

Sponsorship Levels:

For more information, see the level descriptions.

☐ **Title Sponsor**
(1 available) — \$6,000

☐ **Presenting Sponsor**
(1 available) — \$3,000

☐ **Diaper Crawl Sponsor**
(1 available) — \$1,500

☐ **Hydration Station Sponsor**
(1 available) — \$1,000

☐ **Event Sponsor** — \$500

For accurate reporting we will be utilizing the Mary's Shelter Tax ID #20-8061554. **We will disperse funds equally via our LifeWalk account.** Thank you.

Make checks payable to "Mary's Shelter" with "LifeWalk" in the memo line. Send to:

LifeWalk
c/o Mary's Shelter
1601 Princess Anne Street
Fredericksburg, VA 22401

Contact Information:

Name: _____

Business(if applicable): _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

Method of Payment:

☐ Check enclosed (Payable to: Mary's Shelter)

☐ MasterCard/Visa

☐ Discover

☐ American Express

Card Number: _____

Expiration Date: _____

Signature: _____

lifewalkfxbg.com



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Mary's Shelter  Fredericksburg Pregnancy Center CHOICES WOMEN'S CENTER BETHANY CHRISTIAN SERVICES

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LifeWalk held its inaugural pro-life event in April 2018. In our second year, **LifeWalk** will equally benefit the following 501(c)3 organizations:

- **Bethany Christian Services**
- **Choices Pregnancy Center**
- **Mary's Shelter**

☐ **Title Sponsor**
(1 available) — \$6,000

☐ **Presenting Sponsor**
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☐ **Diaper Crawl Sponsor**
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☐ **Hydration Station Sponsor**
(1 available) — \$1,000

☐ **Event Sponsor** — \$500

2019 Sponsorship Levels

Title Sponsor (1 available) — \$6,000

- Company name incorporated into event logo and on all event t-shirts
- Company name on all collateral event materials/promotions/advertising
- Company name on registration website with link to company's site
- Company name included on all social media posts and electronic newsletters
- Company banner displayed at START & FINISH LINE along with public mentions
- Tent at post event for product sampling and/or Company materials
- Ability to include Company information in event goody-bags
- Company name included on WPER radio ads for event
- Live interview with Company representative on WPER during event

Presenting Sponsor (1 available) — \$3,000

- Company name listed under event logo and on all event t-shirts
- Company name on all collateral event materials/promotions/advertising
- Company name on registration website with link to company's site
- Company name included on all social media posts and all electronic newsletters
- Company banner displayed at START & FINISH LINE along with public mentions
- Tent at post event for product sampling and/or Company materials
- Ability to include Company information in event goody-bags

Diaper Crawl Sponsor (1 available) — \$1,500

- Hosting Sponsor of the Diaper Crawl Event following Life Walk
- Competition between babies on the lawn
- Company name incorporated into the name of the event (i.e., The XYZ Diaper Crawl) and featured in on-site announcements.
- Company name on event registration website with link to company's site
- Company name on all event t-shirts
- Ability to include Company information in event goody-bags

Hydration Station Sponsor (1 available) — \$1,000

- Company banner/signage displayed at Hydration Table mid-way through course.
- Company name on event registration website with link to company's site
- Company name on all event t-shirts
- Ability to include Company information in event goody-bags

Event Sponsor — \$500

- Company name on event registration website with link to company's site
- Company name on all event t-shirts
- Ability to include Company information in event goody-bags

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