



2018 Walk, Roll 'n' Run

September 15, 2018
Portland, Oregon

Sponsorship Opportunities



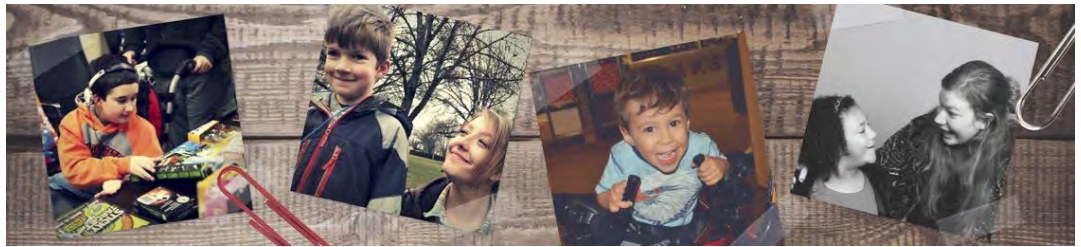
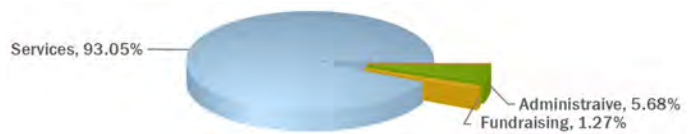
Why Support UCP? Fulfill the head and the heart!



UCP is Efficient - More than 93% of revenue goes directly to providing services

One of Oregon's 100 Best Non-Profit Organizations

Better Business Bureau Accredited Charity



For more than 60 years, UCP of Oregon has been fiercely dedicated to serving people with intellectual and developmental disabilities such as Cerebral Palsy, Autism, Asperger's Syndrome, Down Syndrome, Fetal Alcohol Syndrome, ADD, and others.

Corporate sponsorship of the Walk, Roll 'n' Run provides community businesses the opportunity to support the work of United Cerebral Palsy of Oregon & SW Washington and its Family Support Department. The Family Support Department is the first place a parent with a newly diagnosed child with cerebral palsy calls. This can be a terrifying time. To receive support and to hear "you are not alone" is a valuable beginning.

United Cerebral Palsy of Oregon & SW Washington 14th Annual Walk, Roll 'n' Run at a Glance

What: The Walk, Roll 'n' Run is a great community event which brings families and individuals living with disabilities together with members of the larger community. It raises public awareness and promotes the inclusion of all people. There is a 2.5 mile Walk/Roll and a 5k run. This fun filled day includes children's activities, delicious food, music and more!

How: Individuals or teams sign up and create customized fundraising pages at www.walkrollnrun.org

When: September 15, 2018

Where: The event begins in the parking lot of the RiverEast Center, located at 1515 SE Water Avenue, in Portland. The 2.5 mile walk/roll goes along the Eastbank Esplanade, crosses the Tillikum bridge and back. The 5k run crosses the Tillikum bridge and back, continues North along the Springwater Corridor, turns around and returns to the Eastbank Esplanade.

Sponsorship Opportunities!



Sponsor Levels	Presenting \$15,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
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EXPOSURE PRINT

Participant Race Bibs	Logo Highlighted			
16 Tri-Met Bus backs, Aug 15 - Sep 15	Logo Highlighted			
Tri-Met Bus Stop, Aug 15 - Sep 15	Logo Highlighted			
Street Banners (Exclusive logo display with multi-year commitment)	Multi-Yr Commit			
Logistics Postcard	Logo Highlighted	Logo		
Posters	Logo Highlighted	Logo	Logo	Logo
Rack Cards	Logo Highlighted	Logo	Logo	Logo
T-Shirts	Logo Highlighted	Logo	Logo	Logo
Portland Business Journal, Full-Page Post-event Thank You Ad	Logo Highlighted	Logo	Logo	Logo
Logo Use in Promotions	√	√	√	√

MEDIA

Northwest Business Interview, 910 ESPN-Portland Metroscope Interview, All Stations	Representative			
Radio Spots: 94.7 Alternative Portland (KNRK), 92.3 KGON, 97.1 Charlie FM (KYCH), 105.1 The Buzz (KRSK), 99.5 The Wolf (KWJJ), 1080 The Fan (KFXX)	Name	Name		
Media Releases	Name	Name		

WEB/ONLINE EXPOSURE

Event Registration Website	Logo Highlighted	Logo	Logo	Logo
Entercom, Direct to Consumer eComm, 55,000+	Logo Highlighted			
E-communication Campaign (10 e-blasts; 6,700 constituents)	Logo Highlighted	Logo	Logo	Logo
Social Media (7,000+ followers)	8 posts	4 posts	3 posts	
Portland Business Journal Online, Full-Page Ad Inclusion	Logo Highlighted	Logo	Logo	Logo
UCP E-Newsletter	Logo Highlighted	Logo	Logo	Logo

RACE WEEKEND EXPOSURE

Banner at Start Line	√			
Media Interviews at Start Line	√	√		
Event Site Banner	√	√	√	
VIP Parking Passes	2	1	1	
Booth Space on Race Day (Sponsor to provide branded tent)	10 x 20	10 x 10	10 x 10	10 x 10
Complimentary Race Entries	20	15	10	5
Event Day Acknowledgements	√	√	√	√

YEAR ROUND EXPOSURE

UCP Circle of Friends Donor Club	√	√	√	√
UCP Annual Report	√	√	√	√



Thank You 2017 Sponsors



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