



Greetings,

Are you looking for a way to help your community? Would your organization like to invest in a good cause, have some fun, and get a little recognition for your efforts? Then OLHSA's Walk for Warmth 2018 events are for you.

Our Walk for Warmth 2017 events raised over \$172,000 and we are optimistic that the 2018 events will be just as successful, if not more so. Without our sponsors, we could not have helped so many people in Livingston County stay warm through the winter, and we are incredibly thankful for the support.

With that in mind, I would like to invite you to sponsor the Livingston Walk for Warmth 2018, presented by Genisys Credit Union. Not only will your sponsorship truly make a difference in your community, but it will also help your business reach your audience. Walk for Warmth reaches 3,300+ on our website, 1,200+ on Facebook, 2,000+ through our e-newsletter and close to 1,000 walkers join our events each year in Livingston and Oakland County. Starting at just \$500, the benefits of sponsorship far outweigh the cost.

Thank you so much for considering this opportunity. I hope this letter will help you in your planning for 2018. More details about Walk for Warmth can be found at [www.olhsa.org/walk4warmth](http://www.olhsa.org/walk4warmth).

Please connect with myself or Erica Karfonta ([ericak@olhsa.org](mailto:ericak@olhsa.org)) to become a sponsor for 2018. We hope you'll decide to join us.

Sincerely,

Brent Earl  
2018 Livingston Walk for Warmth Chairperson  
OLHSA, A Community Action Agency  
[brent@earlfarm.com](mailto:brent@earlfarm.com)



**SATURDAY, 2.24.18**

**WALK FOR WARMTH - LIVINGSTON COUNTY**  
**Hartland Educational Support Service Center**  
**On-site registration 8:30am • Kick-off 9:00am**

**PROCEEDS BENEFIT EMERGENCY SERVICES THAT HELP  
KEEP OUR NEIGHBORS IN LIVINGSTON COUNTY SAFE AND WARM**

**Family entertainment including WHMI's Buzz Elliot, DJ Kurt Lewis and more!**

**Pre-Register by February 9, 2018**

To secure your event t-shirt: [www.olhsa.org/walkforwarmth](http://www.olhsa.org/walkforwarmth)

**Raise funds online or donate at the Walk**

Create your own fundraising website during online registration

**Support Walk for Warmth**

Start a team or walk as an individual

Become a sponsor — Raise funds — Donate — Volunteer



Follow Walk for Warmth news  
at [facebook.com/OLHSA](https://www.facebook.com/OLHSA)

Walk for Warmth is the area's premiere winter fundraiser. 100% of funds raised in Livingston County will benefit individuals and families in Livingston County through nonprofit services provided by OLHSA, A Community Action Agency.

# HOW YOU HELP



## LIVINGSTON COUNTY

When you sponsor or donate to Walk for Warmth you are helping children and adults of all ages stay safe and warm through nonprofit emergency services provided by OLHSA.

**\$500** keeps the heat on for 3 people in Livingston County

**\$1,000** keeps the heat on for 6 people in Livingston County

**\$5,000** keeps the heat on for 11 families, or 29 people in Livingston County

In 2016, Walk for Warmth helped 240 families in Livingston County stay safe and warm by keeping the heat on in their homes.

## WHO YOU ARE HELPING



Livingston County residents like

**Dale Fracassi** Single father and cancer survivor

Received utility assistance thanks to Walk for Warmth funds

After Dale was diagnosed with stage 4 lymphoma he began intense treatments that prevented him from working. With limited income, and colder months on the horizon, he worried about keeping his daughter warm in their home. Dale sought help at OLHSA and received one month of utility assistance thanks to Walk for Warmth funds. He is now cancer-free and very grateful for the temporary help Walk for Warmth provided.

"I spent a year in the hospital. They [OLHSA] stepped up and helped me pay some of my bills until I was back on my feet."



# SPONSORSHIP GUIDE

**SPONSORSHIP LEVEL**

**AMOUNT**

SPONSORSHIP RECOGNITION INCLUDES																
Hyperlinked logo on Walk website	Logo on special giveaway	Company branded event activity	Recognition in OLHSA annual report	Name in press materials	Logo on event poster	Table at event	Email blasts	Social media: Individual post	Logo on tshirt	Individual event sign	Event emcee shout out	Name on shirt	Social media: Group post	Group event sign		
<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>					
<b>X</b>				<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>					
<b>X</b>							<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>					
<b>X</b>												<b>X</b>	<b>X</b>	<b>X</b>		
<b>X</b>													<b>X</b>	<b>X</b>		



**Through these benefits you will reach:**  
 OLHSA's website: 3,100 average monthly visitors  
 OLHSA's Facebook: 1,400+ followers  
 300+ Walkers in Livingston County  
 800+ Walkers in Oakland County

**Sponsors will receive benefits in the county where they donate funds.**  
**100% of proceeds stay in the county where they are raised.**

**PRESENTING SPONSOR**  

 GENISYS  
 CREDIT UNION

**OLHSA's Walk for Warmth proceeds benefit emergency services that help keep our neighbors in Livingston and Oakland Counties safe and warm.**



**Thank you for joining us as a sponsor!**

**Please fill out this form or the form online at [www.olhsa.org/walk4warmth](http://www.olhsa.org/walk4warmth)**

Name \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email address \_\_\_\_\_

Phone number \_\_\_\_\_

Sponsor level

- Diamond
- Platinum
- Gold
- Silver
- Bronze

**I agree that my contribution will only qualify for sponsorship benefits if this form and/or payment is received prior to January 19, 2018. Please initial here to confirm \_\_\_\_\_**

**Contributions can be made online at [www.olhsa.org/walk4warmth](http://www.olhsa.org/walk4warmth) or checks can be made out to OLHSA - Walk for Warmth and mailed to OLHSA, PO Box 430598, Pontiac, MI 48343-0598. Mail this form with your contribution.**

***Premier Presenting Sponsor:***



Walk for Warmth is the area's premiere winter fundraiser. 100% of funds raised will benefit individuals and families in the county in which it was raised through nonprofit services provided by OLHSA, A Community Action Agency.



To be recognized for in-kind donations for Walk for Warmth, please fill out this form.

Name

Company name

Address

City, State, Zip

Email address

Phone number

Full market value of good(s) or service(s)

Description of good(s) or service(s)

In-kind donations will be given sponsorship recognition and benefits based on below guidelines:

**Recognized at 100% of value:** Goods or services that would otherwise have to be purchased by OLHSA for Walk for Warmth. Examples include event t-shirts, food, signage, and event venue. Sponsorship recognition includes printed signage.

**Recognized at 50% of value:** Goods or services that enhance Walk for Warmth but are not necessary expenses. Examples include billboard, radio, tv, online or newspaper advertisements and giveaway prizes. Sponsorship recognition does not include printed signage.

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