



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 Oakland 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 Oakland 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.

Please connect with either of us or with Elena Steele (elenas1@olhsa.org) to become a sponsor for 2018. We hope you'll decide to join us.

Sincerely,

Linda Zabik & Lauren Royston
2018 Oakland Walk for Warmth Co-Chairs
OLHSA, A Community Action Agency
lzabik@genisyscu.org & Lauren.Royston@cmsenergy.com



SATURDAY, 2.3.18

WALK FOR WARMTH - OAKLAND COUNTY

Great Lakes Crossing Outlets

On-site registration 7:30am • Kick-off 8:30am

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

Family entertainment including Genisys Band, face painting, balloon animals and more!

Pre-Register by January 19, 2018

To secure your event t-shirt: 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

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

HOW YOU HELP



OAKLAND 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 4 people in Oakland County

\$1,000 keeps the heat on for 8 people in Oakland County

\$5,000 keeps the heat on for 18 families, or 40 people in Oakland County

In 2016, Walk for Warmth helped 520 families in Oakland County stay safe and warm by keeping the heat on in their homes.

WHO YOU ARE HELPING



Oakland County residents like

Juanina Jackson Single mother and full-time student who lost her job after taking time off to care for her family

Received utility assistance thanks to Walk for Warmth funds

Juanina Jackson, a single mother of three and a Pontiac homeowner, always puts her children first. In spring 2017, her employer, who was very strict with time off, denied her the ability to attend a mandatory custody hearing. No mother should have to choose between taking care of her family and keeping employment, but Juanina did. She went to the custody hearing and lost her job.

Juanina began to worry about keeping up with her bills months later when unemployment benefits were delayed. Thanks to Walk for Warmth funds, OLHSA provided Juanina one month of utility assistance. She is now receiving unemployment, has become a full-time student pursuing a degree in social work, and is grateful that OLHSA was there to help her family through a rough patch.

"Because of OLHSA I didn't have to worry about my bills. I could focus on going to school and taking care of the kids."



SPONSORSHIP GUIDE

SPONSORSHIP LEVEL	AMOUNT	SPONSORSHIP RECOGNITION INCLUDES														
		Hyperlinked logo on Walk website	Logo on special giveaway	Company branded event activity	Recognition in OLHA 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
Diamond	\$10,000	X	X	X	X	X	X	X	X	X	X	X	X			
Platinum	\$5,000	X				X	X	X	X	X	X	X	X			
Gold	\$2,500	X							X	X	X	X	X			
Silver	\$1,000	X												X	X	X
Bronze	\$500	X													X	X



Through these benefits you will reach:
 OLHA's website: 3,100 average monthly visitors
 OLHA'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.

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

PRESENTING SPONSOR






Thank you for joining us as a sponsor!

Please fill out this form or the form online at 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 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.

Premier Presenting Sponsor:



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