



Sponsorship Packet

Spring 2024



WWW.TEXASEPILEPSYWALK.COM

888-548-9716 | events@eftx.org

LET'S CELEBRATE TOGETHER!



We are excited to come together as a community to raise funds and awareness for the 1 in 26 diagnosed with epilepsy.



APRIL 13 **Houston Walk**
Houston Zoo

APRIL 13 **Amarillo Walk**
Thompson
Memorial Park
and Amarillo Zoo

APRIL 20 **Dallas Walk**
Dallas Zoo

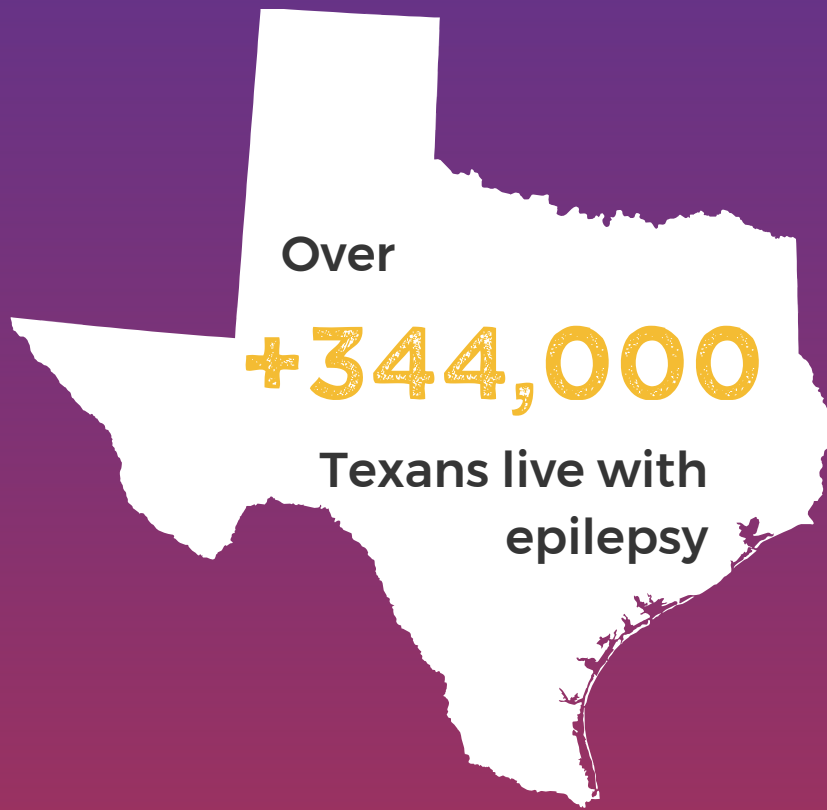
APRIL 27 **Fort Worth Walk**
Forest Park and
Fort Worth Zoo

MAY 4 **El Paso Walk**
Album Park

MAY 11 **Bryan College
Station Walk**
Wolf Pen Creek
Park

All walkers are encouraged to raise money to support the programs provided by Epilepsy Foundation Texas. We sincerely hope that you join us in the fight to END EPILEPSY!

Epilepsy is the most common serious brain disorder worldwide with no age, racial, social class, national, or geographic boundaries.



\$1.2 BILLION

average direct annual
cost of healthcare for
epilepsy patients in Texas

50,000

children with
epilepsy in Texas

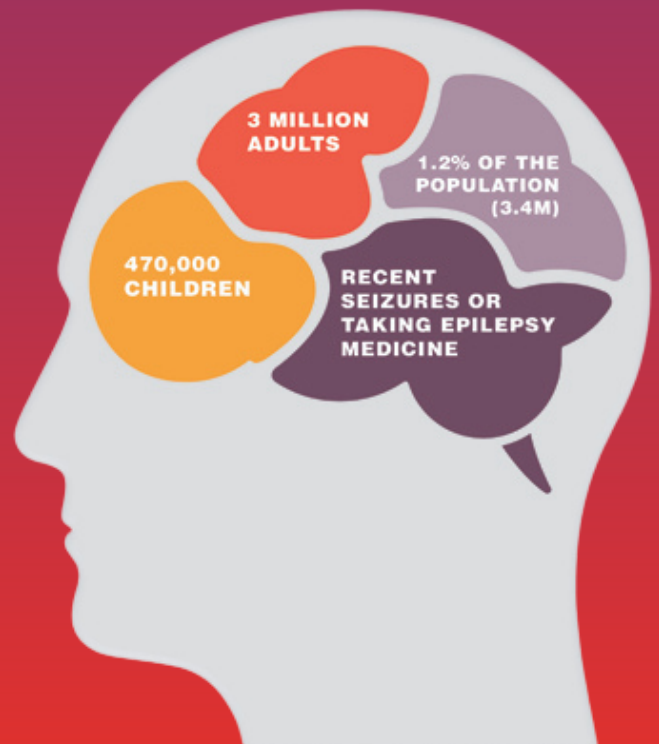
225,000

Texas epilepsy patients
with uncontrolled seizures

 **1** in **26**



Will develop epilepsy in their lifetime



The number of people with active
epilepsy in the USA (CDC, 2015)

Sponsorship Opportunities

	State Presenting \$15,000	Local Lead \$10,000	Local Platinum \$5,000	Local Gold \$2,500	Local Silver \$1,000
EFTX liaison to assist in creating a walk team	✓	✓	✓	✓	✓
Marketing booth: 1 Table, 2 chairs	✓	✓	✓	✓	✓
Recognition on social media (20K+)	✓	✓	✓	✓	✓
Recognition on Walk website	Logo + Link	Logo + Link	Logo	Logo	Name
Recognition on STATEWIDE t-shirts	Logo + up to 50 shirts for employees	Logo + up to 10 shirts for employees	Logo + up to 5 shirts for employees	Logo + up to 2 shirts for employees	Logo
Featured in Walk-specific acknowledgement emails	Logo + Link	Logo	Logo	Logo	
Recognition on event signage	Logo (2 signs)	Logo (1 local sign)	Logo (shared)	Logo (shared)	
Recognition on large posters and flyers	Logo	Logo	Name		
Verbal stage acknowledgement	✓	✓	✓		
Recognition in acknowledgment letters and thank you emails	Logo + Link (all walks)	Logo + Link (local walk)			
EFTX social media posts featuring your business	4 posts	2 posts			
Highlighted in EFTX monthly newsletter, sent to over 9,000 people	✓	✓			
Opportunity to greet audience from stage	✓				
Broadcast Media: included on press releases, PSAs, and broadcast media.	✓				
Event experience sponsor	✓				 EPILEPSY FOUNDATION <small>END EPILEPSY TOGETHER</small> <small>TEXAS • HOUSTON/ DALLAS-FORT WORTH/ WEST TEXAS</small>

For more information on EFTX Social media posts, See Page 6

Underwriting Opportunities



Music and DJ Underwriter \$500

One of the essential parts of the Walk is our Sound System and Music to set the mood. As the Music and DJ underwriter, you will have your logo featured at the DJ booth and announced by the EMCEE.

Kids Zone Underwriter \$1,000

Our walks are family-friendly, with many children in attendance. As the Kids Zone Underwriter, your logo will be displayed near each of our children's activities, which typically include a bounce house, an obstacle course, balloons, character photo opportunities, games, and more.



Photo Booth Underwriter \$2,000

We encourage our participants to commemorate the day with a photo opportunity. As the Photo Booth Underwriter, your logo will be prominently displayed at our booth and will be announced by the EMCEE.



There are many ways companies can support Texas Epilepsy Walk, including sponsorship, corporate teams, in-kind donations, matching gifts, donated media, etc. To learn more, please get in touch with Tiffany Schuler, Development Director, at 888-548-9716 ext. 403, tschuler@eftx.org.

Premier Sponsorship Levels



State Presenting Sponsor \$15,000

Exclusive market-wide recognition as Presenting Sponsor at all 6 spring in-person Texas Epilepsy Walks events across Epilepsy Foundation Texas region.

- EFTX liaison to assist in creating Walk teams at all desired locations
- Premier marketing booth placement at all desired events (table and two chairs)
- Recognition as "State Presenting Sponsor" on social media pages (20,000+ followers)
- Logo recognition with hyperlink on all 6 Walk websites
- Prominent logo placement on statewide t-shirts and all printed materials, including postcards, posters, brochures, and programs
- Recognition as "State Presenting Sponsor" on all Walk marketing and thank you emails
- Highlighted in the EFTX monthly newsletter sent to over 9,000 people
- Verbal acknowledgment from stage at all 6 events
- Opportunity to greet audience from stage
- Broadcast Media: included as the Exclusive Presenting State Sponsor on any press releases to walk markets, print and broadcast media
- 4 social media posts on EFTX social media pages



Local Lead Sponsor \$10,000

Exclusive recognition at ONE of our six walks as the Local Lead Sponsor. Only one Local Lead Sponsor per walk.

- EFTX liaison to assist in creating Walk team
- Marketing booth provided (table and two chairs)
- Prominent logo placement on statewide t-shirts and all printed materials, including postcards, posters, brochures, and programs
- Recognition as "Local Lead Sponsor" on all Walk marketing and thank you emails
- Highlighted in the EFTX monthly newsletter sent to over 9,000 people
- Verbal acknowledgment from stage at all 6 events
- 2 social media posts on EFTX social media pages



EFTX Social Media Post

Incentive



EFTX will curate social media posts to share across four social media sites (Facebook, Instagram, Twitter, LinkedIn) with company tagged in post.



State Presenting Sponsor (4 Posts)

- The company Logo with Power Hour Graphic
- Thank you with link to website specified by company
- Shout out by EFTX Staff or Families
- Sponsored Facebook & Instagram Live Interview with Company Ambassador or Doctor.

Local Lead Sponsor (2 Posts)

- The company logo with Power Hour Graphic
- Thank you with link to website specified by company
- Shout out by EFTX Staff or Families



Who Our Events Reach

Children living with epilepsy and their parents



Adults living with epilepsy and their family and friends



Local Community Leaders



Medical Community



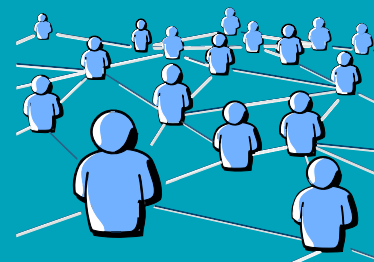
Corporate and School Teams



72% Female
29% Age 35 -44



Over 20,000 social media followers

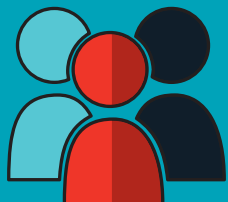


2.5 million impressions or unique accounts who have viewed our posts in the past year

+9,000 newsletter subscribers

STRENGTHEN YOUR COMPANY AS YOU ADVANCE THE FIGHT AGAINST EPILEPSY.

The Texas Epilepsy Walk is the state's largest event to raise awareness and funds for people living with epilepsy. We need your help to continue the fight. Start a Company Team today!



EMPLOYEE BENEFITS:

- Build relationships and have fun with colleagues as you work together to fight Epilepsy.
- Refine your leadership skills as you inspire one another to raise funds that will help the millions of people facing the disease continue to receive quality care and support.
- Achieve a sense of accomplishment by raising funds to help support people living epilepsy through camps, clinics, and education.



COMPANY BENEFITS:

- Increase employee engagement, which can lead to higher employee retention and productivity.
- Create a positive presence in the community, attracting potential employees, customers and partners.
- Be socially responsible while showing support for the individuals in your organization affected by epilepsy in their personal life.

START A COMPANY TEAM.

- As a corporate leader, we need your help to rally your company and community around the epilepsy cause.
- Visit texasepilepsywalk.com to find a Walk and sign up as a Company Team Captain.
- Select a team name. Make sure to include your company or organization in the name.
- Invite your co-worker to join the team.

YOU HAVE THE SKILLS. WE HAVE THE TOOLS.

- Encourage colleagues to join your company team.
- Expand your team to include friends, family and other community members.
- Ask others to support your efforts by making a donation to your team.
- Hold a fundraising event in your office, like Casual for a Cause or Purple with a Purpose.
- Offer incentives to encourage participation and promote friendly fundraising competition.
- Implement departmental challenges that create camaraderie.
- Explore ways to maximize your fundraising, including matching gift or similar workplace programs. Visit DoubletheDonation at <http://bit.ly/eftxcompanymatch> to see if your company participates.
- Get further involved by volunteering for your Walk or other opportunities with the Foundation.

Your sponsorship supports:



CARE - SPECIALTY

- Provide specialty care to over 1,000 patients at no cost to their family.
- Patient Assistant Program for medication
- Refer clients to specialty care

CARE - SUPPORTIVE

- Camps provided for children and families throughout the year - Three summer camps, two family camps, one weekend for children living with epilepsy and siblings.
- Information, Resources, Referral
- Support Groups
- Connecting to information and to others

EDUCATION

- Seizure Recognition & First Aid Training in schools and workplace
- Seminars, Workshops and Webinars
- Transition Education for Teens during Camp

AWARENESS EVENTS

- Texas Epilepsy Walks
- International Epilepsy Day
- November Epilepsy Awareness Month

ADVOCACY

- Teens Speak Up! - National Advocacy Program
- Advocating statewide for the protection of people living with epilepsy by supporting laws like the Sam's Law, signed into effect by Governor Abbott in June 2019.

RESEARCH

- Active in promoting, supporting and participating in research with our national office





2024 Sponsorship Commitment Form

To experience maximum benefits for sponsorship, it is best to commit before Monday, April 1.

Sponsor Information

Company (as to be displayed) _____

Date _____ Contact Name _____

Address _____

City/State/ZIP _____

Phone _____

Email _____

Website _____

Commitment Level

- | | |
|--|---|
| <input type="checkbox"/> State Presenting Sponsor - \$15,000 | <input type="checkbox"/> Local Silver Sponsor - \$1000 |
| <input type="checkbox"/> Local Lead Sponsor - \$10,000 | <input type="checkbox"/> Photobooth Underwriter - \$2,000 |
| <input type="checkbox"/> Local Platinum Sponsor - \$5,000 | <input type="checkbox"/> Kids Zone Underwriter - \$1,000 |
| <input type="checkbox"/> Local Gold Sponsor - \$2,500 | <input type="checkbox"/> Music and DJ Underwriter - \$500 |

Walk Location

- | | | | |
|----------------------------------|--|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> El Paso | <input type="checkbox"/> Bryan/College Station | <input type="checkbox"/> Houston | <input type="checkbox"/> All 6 Walks |
| <input type="checkbox"/> Dallas | <input type="checkbox"/> Fort Worth | <input type="checkbox"/> Amarillo | |

Total Commitment: \$ _____

Print name _____

Authorized signature _____

Title _____

Payment Information

- ☐ Check enclosed, payable to: Epilepsy Foundation Texas
2401 Fountain View Drive, Suite 900, Houston, Texas 77057

- ☐ Please invoice me (Payment terms: Net 30 days)

Billing contact name: _____

Billing phone: _____

- ☐ Credit Card (American Express/Visa/MasterCard/Discover)

Card number _____ Expiration _____

Security code (back of card) _____ Today's Date _____

Payment authorized signature _____

WWW.EFTX.ORG



www.texaspilepsywalk.com

888-548-9716



Dallas/Fort Worth: Ext. 300

Houston: Ext. 203

West Texas: Ext. 403

FOLLOW US



Facebook:

@epilepsyfoundationtexas

Instagram:

@epilepsyfoundationtx

Twitter: @eftx

YouTube: @epilepsyEFTX

LinkedIn:

Epilepsy Foundation Texas



**EPILEPSY
FOUNDATION**
END EPILEPSY TOGETHER

TEXAS - HOUSTON/
DALLAS-FORT WORTH/
WEST TEXAS

LOCATIONS

Amarillo Area Office

600 S. Tyler, Suite 1308
Box 12013

Amarillo, Texas 79101

Telephone: 806-352-5426

Toll-Free: 888-548-9716

Fax: 806-352-6249

Dallas/Fort Worth Area Office

8390 Lyndon B Johnson
Freeway, Suite 930
Dallas, Texas 75251

Telephone: 214-420-2737

Toll-Free: 888-548-9716

Fax: 972-392-5951

Houston Area Office

2401 Fountain View Drive,
Suite 900

Houston, Texas 77057

Telephone: 713-789-6295

Toll-Free: 888-548-9716

Fax: 713-789-5628

Lubbock Area Office

3610 22nd Street

Lubbock, Texas 79410

Telephone: 806-785-1171

Toll-Free: 888-548-9716