



# MADD KERN COUNTY



## 2024 SPONSORSHIP PROPOSAL



SEPTEMBER 21, 2024 (SATURDAY)

[WALKLIKEMADD.ORG/BAKERSFIELD](http://WALKLIKEMADD.ORG/BAKERSFIELD)

# ABOUT MADD | WALK LIKE MADD & MADD DASH

We want to thank you for considering a partnership with MADD Kern County. We are a high-profile non-profit organization empowered by generous donations, solid sponsorships, innovative fundraising opportunities, and collaborative partnerships. All in an effort to deliver vital programs directly to the community, at no charge.

Mothers Against Drunk Driving (MADD) always welcomes the opportunity to develop new collaborative partnerships which will further our mission to end drunk and drugged driving, serve the victims /survivors of this violent crime and prevent underage drinking. We hope you will consider coming on board for 2021 because together we make a stronger community.

You can play a key role in keeping our roads safe. Not only would your sponsorship help MADD fulfill its mission to end drunk driving, help fight drugged driving, support victims, and prevent underage drinking, it also provides unparalleled exposure for your company.

Walk Like MADD is our signature fundraising event to help us raise both awareness and funds to end drunk driving and fight drugged driving. Many who participate have a common bond, they know someone who has been injured or killed in a drunk driving crash, or they feel strongly about creating a future of

**No More Victims.**

With every step taken and each dollar raised, we support MADD's lifesaving mission to keep our families and communities safe.

As THE grass roots organization that started the cultural revolution that made drunk driving unacceptable, we ask that you take a stand with MADD Kern County to further a future with NO MORE VICTIMS. Donations will support the continuation of MADD Kern County to provide underage drinking programs and services to victims and families of drunk and drugged driving at no cost.

**[WALKLIKEMADD.ORG/BAKERSFIELD](http://WALKLIKEMADD.ORG/BAKERSFIELD)**

## OUR MISSION

Founded in 1980, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit dedicated to:





# YOU CAN PARTNER WITH MADD KERN COUNTY

Together we can create customized programs  
that provide ownership and impact:

- \* MARKETING SPONSORSHIPS
- \* EMPLOYEE ENGAGEMENT
- \* EVENT MARKETING
- \* EDUCATIONAL INITIATIVES
- \* ADVOCACY INITIATIVES
- \* CUSTOMER DONATION PROGRAMS



## MADD NATIONAL PARTNERS



Nationwide  
is on your side



UBER

## RECENT LOCAL PARTNERS



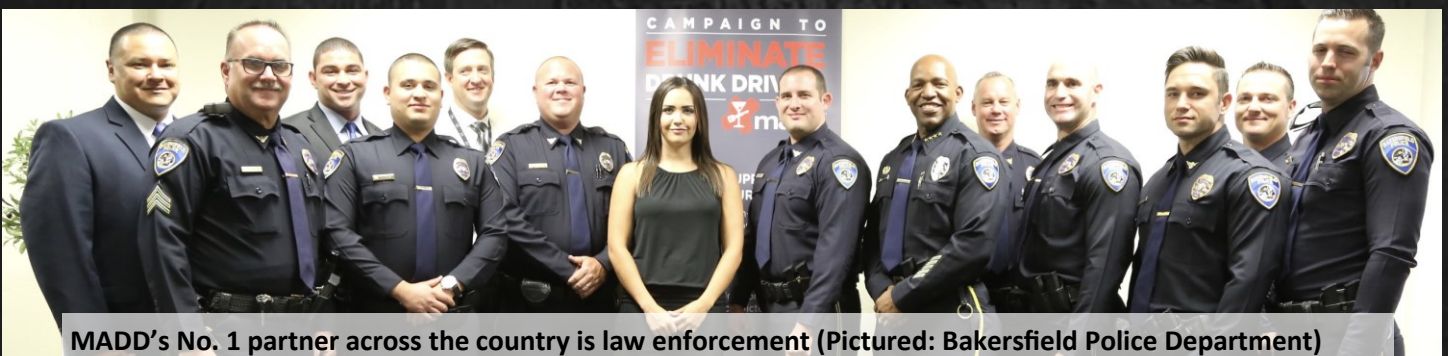
CHAIN  
COHN  
CLARK



## BENEFITS OF PARTNERING

- \* **VISIBLE COMMUNITY PARTNERSHIPS** - Partnerships with law enforcement, the NFL, community leaders, legal professionals, healthcare workers, and victims, as well as parents and youth through our Power of Parents® and Power of Youth® underage drinking prevention programs.
- \* **OPPORTUNITIES TO SHARE YOUR MESSAGE** - MADD offers an array of opportunities community events to share your brand and your message.
- \* **VISIBLE COMMUNITY OUTREACH** - Opportunities for brand recognition throughout the year at schools, fairs, community events, walks, luncheons, awards banquets, and more.
- \* **POSITIVE MEDIA EXPOSURE** - MADD's growing presence in social media coupled with a constant presence in the traditional media spotlight ensures brand visibility.
- \* **THE MADD CRASH CAR** sends a message wherever it goes. Opportunities to have the crash car at your events and show social responsibility in your community.
- \* **VOLUNTEERING AT MADD EVENTS** - Opportunities for employees to earn service hours, build comradery, and support the communities where they live and work.

## MADD'S REACH



MADD's No. 1 partner across the country is law enforcement (Pictured: Bakersfield Police Department)

# DONATIONS AND SPONSORSHIPS AT WORK IN OUR COMMUNITY



Helping Survivors Survive.™

First there's the crash, then the lifelong impact....  
Last year, MADD provided more than 160,000 supportive services nationally

## Helping Survivors Survive™



**MADD IS HERE TO HELP.**

24-Hour Victim Help Line **877.MADD.HELP**

MADD supports victims and survivors of drunk and drugged driving at no charge.  
Victim advocacy services include:

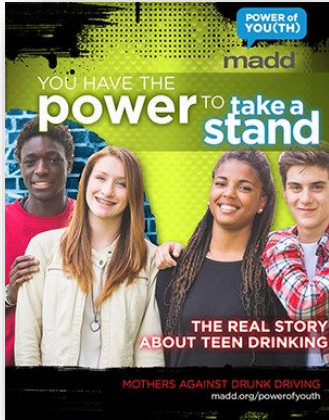
- \* Court accompaniment, criminal justice education.
- \* Liaison with law enforcement, prosecutors, and probation department.
- \* Assistance with court case tracking.
- \* Resource referrals: financial aid, housing assistance, counseling, support groups, etc..
- \* Extensive grief and injury literature.
- \* Emotional support.
- \* MADD Victim Advocates provide a service every four minutes through local affiliates and our national 24-Hour Victim Help Line 1-877-MADD-HELP.



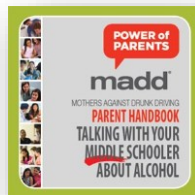
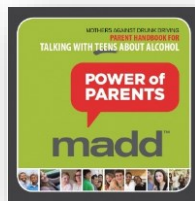


# DONATIONS AND SPONSORSHIPS AT WORK IN OUR COMMUNITY

## Education through **POWER** of Community



**POWER OF YOUTH®** Informs high school students of the science behind the legal drinking age of 21 and safe driving practices. This interactive program presented in classroom or assembly settings is effective in generating discussions about the consequences of poor choices and working to prevent underage drinking.



**POWER OF PARENTS®** educates parents about their influence with their teens and equips them with the conversational tools necessary to talk about alcohol.

MADD's **CAMPAIGN TO ELIMINATE DRUNK DRIVING®** focuses on four important philosophies:

- \* Support our heroes. Support law enforcement efforts to catch drunk drivers and discourage others from driving drunk.
- \* Sober to start. Require ignition interlock devices, or in-car breathalyzers, for all drunk drivers, to prove they are sober before their car will start.
- \* Secure the future. Support the development of technology to automatically determine whether drivers are above the legal limit of .08 BAC and stop drunk drivers from operating vehicles.
- \* Public Support. It's everybody's responsibility to eliminate drunk driving. Re-engage the public in the fight against impaired driving.



MADD's **TIE ONE ON FOR SAFETY®** campaign calls for motorists to display a red ribbon on their vehicles in support of law enforcement efforts and as a reminder to plan ahead and designate a non-drinking driver.



# MADD STATISTICS

## MADD'S IMPACT

Since our founding in 1980:



DRUNK DRIVING  
DEATHS CUT BY  
**53%**

**350K+**  
LIVES SAVED...  
AND COUNTING



**820K+**  
VICTIMS SERVED

**NO MORE VICTIMS.** Simply put, that's why Mothers Against Drunk Driving was founded. That's why we exist today. And that's our hope for the future.

On the road of life, we want every family to be safe without the threat of drunk or drugged driving. And we want every family to stay whole without the danger of underage drinking consequences.

Our work is preventing the 100% preventable. But sadly, more than 300,000 innocent people are killed or injured on our roadways every year. Countless more are changed forever, yet find comfort, and eventually hope, through our free victim services.

MADD won't stop until drunk driving does—because one empty seat at the table is one too many. With your help we will arrive at a destination of zero deaths and injuries. Together we will see our dream come true of No More Victims.

- \* In the United States, the number of drunk driving deaths has been cut in half since MADD was founded in 1980.
- \* Teen alcohol use kills 4,300 people each year – that's more than all illegal drugs combined.
- \* Someone is killed by a drunk driver every 52 minutes.
- \* In the United States an average of 10,000 lives per year are lost to Drunk Driving.
- \* Drunk driving costs the United States \$132 billion a year.
- \* MADD has helped save nearly 30,000 young lives through passage of the 21 minimum drinking age law.
- \* 1.77 million attempts to drive drunk at .08 BAC or above that were prevented by ignition interlock devices.
- \* Over 200,000 parents and teens are educated annually on the facts about underage drinking.
- \* MADD educates over 200,000 first time and repeat offenders annually.

THE REASON  
**TO HELP**



**2 OUT OF 3 PEOPLE**  
WILL BE IMPACTED BY  
DRUNK DRIVING  
IN THEIR LIFETIME



EVERY DAY  
**28 PEOPLE**  
ARE KILLED BY  
DRUNK DRIVERS



EVERY **2 MINUTES**  
SOMEONE IS INJURED IN A  
DRUNK DRIVING CRASH



# 2023 SPONSORSHIP LEVELS

BENEFITS	Presenting Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000	Friends of MADD \$500	Media Sponsor TRADE
Stage appearance and speaking opportunity at event	•					
Event presented by "X" on all references and printed materials	•					
Opportunity to speak with media as an event sponsor	•					
Company provided banner positioned at ceremony area	•	•				
Rights to use MADD on your company's marketing and promos	•	•				•
Company named (logo) on email blasts reaching thousands	•	•	•			•
Logo on MADD social media, including Facebook page	•	•	•			•
Company logo listed on printed materials	•	•	•			•
Logo on event T-shirts*	•	•	•	•		•
Acknowledgement by emcee	•	•	•	•		•
Company provided banner placed at water station (800+ participants)	•	•	•	•		•
Hyperlink logo on event website	•	•	•	•		•
Promo items in registration bags	•	•	•	•	•	•
Booth space at the event	•	•	•	•	•	•

**Deadline** to be included on logo on shirts: Aug. 31

**Kid's Fun Run Sponsor** : \$1,000 (Friend of MADD benefits, branded goodie giveaway)

**Vendor / Information Booth** alone is \$50. Vendor must have sales permit.

**Comped Sponsor Race Registrations:** Presenting = 25 • Gold = 15 • Silver = 10 • Bronze = 5 • Media = 5

WEBSITE: [walklikemadd.org/Bakersfield](http://walklikemadd.org/Bakersfield)



# THANK YOU!



PO Box 5102  
Bakersfield, Calif. 93388  
(661) 493-8200



HELP US PUT  
IMPAIRED DRIVING  
IN THE REAR VIEW  
MIRROR.

HOW CAN YOU  
MAKE A LIFESAVING  
DIFFERENCE?

## **MADD KERN COUNTY**

For more information, please contact:

**Carla Pearson**

*Victim Services Specialist*

MADD Kern County

(661) 203-3996 — [Carla.Pearson@madd.org](mailto:Carla.Pearson@madd.org)

**Jorge Barrientos | Zoe Gudino**

*Co-Chairs*

Walk Like MADD & MADD Dash

(661) 334-4948 — [jbarrientos@chainlaw.com](mailto:jbarrientos@chainlaw.com)

(661) 323-0443 — [zoe.gudino@sen.ca.gov](mailto:zoe.gudino@sen.ca.gov)

**Amber Morales**

*Program Coordinator*

MADD Kern County

(661) 304-2476 — [Amber.Morales@madd.org](mailto:Amber.Morales@madd.org)