

REMEMBER

Will you walk for those who no longer can
and alongside those who are learning to walk again?

INSPIRE

Will you walk to finish the job that was started
by a grieving mother in 1980?

COMMIT

Will you walk to end drunk driving?



madd[®]
Kern County

NO MORE VICTIMS[™]

OUR MISSION

Founded in 1980, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit working to end drunk driving, help fight drugged driving, support the victims of these violent crimes and prevent underage drinking.

2020 SPONSORSHIP PROPOSAL

HOW DOES YOUR SUPPORT OR DONATION HELP?



Helping Survivors Survive.™

First there's the crash, then the lifelong impact ...
Each year, MADD provides more than 160,000 supportive services to drunk and drugged driving victims nationwide.

Helping Survivors Survive™



MADD IS HERE TO HELP.

24-Hour Victim Help Line [877.MADD.HELP](https://www.madd.org/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, and more.
- ◆ 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.



NO MORE VICTIMS



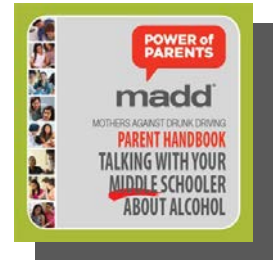
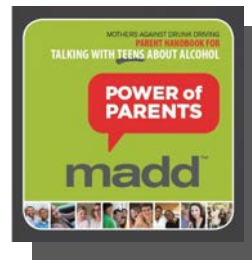
WHY DOES MADD KERN COUNTY NEED TO RAISE FUNDS, AND WHO BENEFITS FROM SERVICES?

Education through **POWER** of Community



POWER OF YOUTH Informs local 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 three important philosophies:

- ◆ 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.
- ◆ 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.
- ◆ Support law enforcement and efforts to catch drunk drivers, and discourage others from driving drunk. We do this by assisting with DUI checkpoints, and awarding top DUI arresting officers during an annual luncheon.



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.

VICTIM SERVICES INFORMATION / VICTIM IMPACT PANELS

MADD believes that convicted drunk drivers need to hear directly from victims about the personal and preventable impact caused by crashes. Victim Impact Panels are an important avenue to provide healing for victims and remind offenders how the choice to drink and drive needlessly hurts people and entire communities.



BENEFITS OF PARTNERING WITH MADD KERN COUNTY

- ◆ **MADD Brand Recognition:** MADD has 97% brand recognition across the country.
- ◆ **Visible Community Partnerships:** Partnerships with law enforcement, community partners and other leading companies garner high visibility and community recognition.
- ◆ **Opportunities to share your own message:** MADD offers an array of 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 banquet 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.
- ◆ **Volunteering at MADD Events:** Opportunities for employees to earn service hours, build comradery, and support the communities where they live and work.
- ◆ **Law Enforcement and Prosecutor Recognition:** Annual event supporting law enforcement heroes.

MADD NATIONAL PARTNERS



Nationwide
is on your side



Google

UBER

GM FOUNDATION

The Coca-Cola Company

A FEW LOCAL PARTNERS



Adventist Health
Bakersfield



STEPS
SPECIAL TREATMENT
EDUCATION & PREVENTION SERVICES, INC.

KERN SCHOOLS
FEDERAL CREDIT UNION



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

MADD STATISTICS

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

- ◆ 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 cost this country \$199 billion per year.
- ◆ In Kern County, more than 4,000 DUI arrests are made per year, or 12+ per day.

THE REASON TO HOPE



VICTIM SERVICES
PROVIDED
EVERY **4 MINUTES**

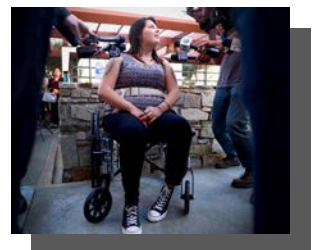


27 STATES
WITH ALL-OFFENDER
IGNITION INTERLOCK LAWS



A PARENT OR
TEEN IS EDUCATED
EVERY **4 MINUTES**

- ◆ Before MADD, on average about 25,000 lives per year were lost to drunk driving.
- ◆ 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.



MADD KERN COUNTY FLAGSHIP EVENTS AND OPPORTUNITIES

WALK LIKE MADD & MADD DASH (5K - 10K - FREE KID'S FUN RUN) SATURDAY, SEPT. 26 @ PARK AT RIVER WALK

Bakersfield's Walk Like MADD & MADD Dash has become one of the largest fundraising runs locally, and one of the largest such MADD events in the country. Participants help by signing up for the 5K or 10K (walk or run), as a team captain, or volunteer. The event also features a free kid's "fun run," where the children. Others can get involved if they aren't able to attend by signing up as a "virtual walker," or by asking a donation toward a participant or team who has been affected.

Bringing together more than 1,000 people each year, the event is a highly visible community event that is great for corporate team building, company wellness programs, brand visibility, and much more.



LAW ENFORCEMENT & PROSECUTOR RECOGNITION AWARDS LUNCHEON JUNE 10, 2020

MADD honors our heroes in law enforcement for the life-saving work they do everyday in DUI and impaired driving enforcement. Locally, MADD Kern County awards nearly 100 officers from throughout Kern County agencies, as well as prosecutors from the Kern County District Attorney's Office. Honors are also given to the top prosecutor, top probation officer, and the top law enforcement officer.

This event is made possible solely by sponsorships and donations, and the work of volunteers.



SPONSOR BENEFITS

2020 WALK LIKE MADD & MADD DASH

7:30 TO 10 A.M. — SEPT. 26, 2020 — PARK AT RIVER WALK

WALK LIKE MADD & MADD DASH	Presenting Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000	Friend 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 printed materials is July 31 • Logo on shirts is Aug. 31

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

Vendor / Information Booth alone is \$100. Vendor must have sales permit.

Comped Sponsor Race Registrations: Presenting = 20 • Gold = 10 • Silver = 5 • Bronze = 2 • Media = 2

Website: walklikemadd.org/Bakersfield

Facebook: [Bakersfield Walk Like MADD & MADD Dash](https://www.facebook.com/BakersfieldWalkLikeMADD)

SPONSOR BENEFITS

2019 LAW ENFORCEMENT & PROSECUTOR RECOGNITION AWARDS

11:30 AM TO 1 PM — JUNE 10, 2020 — HODEL'S COUNTRY DINING

Law Enforcement & Prosecutor Recognition	Presenting Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500	Friend of MADD \$250	Media Sponsor TRADE
"Presented by X" on all references	★					
Speaking opportunity at event	★					
On stage signage	★					
Acknowledgement on news releases	★	★				
Acknowledgement by emcee	★	★				★
Company provided banner at event	★	★				★
Booth at event	★	★	★			★
Acknowledgement on social media	★	★	★			★
Invitation to include promo materials on event tables	★	★	★	★		★
Acknowledgement on event display screen	★	★	★	★	★	★
Recognition in communications with law enforcement	★	★	★	★	★	★
Lunch Invitations *	★	★	★	★	★	★
Program Ad Included Per Sponsorship	Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Friend of MADD	Media Sponsor
Premium full page ad in event program	★					
Full page ad in event program		★				
Half page ad in event program			★			
Quarter page ad in program				★		★
Name listed in program					★	

* **Lunch invitations per sponsorship level:** Presenting = 8 • Gold = 4 • Silver = 2 • Bronze = 1 • Friend = 1

Table Sponsor / Reserved Table for 8 = \$500

Deadline for sponsorship commitment: May 15, 2020

SPONSORSHIP AGREEMENT PAGE

This sponsorship agreement, effective this _____ day of _____, 2020 by and between Mothers Against Drunk Driving (Kern County) and _____, The purpose of this agreement is to allow the signee to become a local sponsor of MADD Kern County programs.

Sponsor agrees to be a sponsor for **Walk Like MADD & MADD Dash** at the following level:

✓	Levels of Sponsorship	Amount
	Presenting Sponsor (1 available)	SOLD
	Gold Sponsor	\$5,000
	Silver Sponsor	\$2,500
	Bronze Sponsor	\$1,000
	Friend of MADD	\$500
	Media Sponsor	TRADE
	Kid's Fun Run	\$1,000

Sponsor agrees to be a sponsor for **Law Enforcement and Prosecutor Recognition Awards** at the following level:

✓	Levels of Sponsorship	Amount
	Presenting Sponsor (1 available)	\$5,000
	Gold Sponsor	\$2,500
	Silver Sponsor	\$1,000
	Bronze Sponsor	\$500
	Friend of MADD	\$250
	Media Sponsor	TRADE

Payment

___ Please use my credit card: **(please circle one)** AMEX MASTER CARD VISA DISCOVER

Credit Card #: _____ Exp. Date: _____

___ Sponsor will pay by check received: _____
 Date Check Number

 Company

 Company Representative - Title Date

 Address Email

 City State Zip

 Phone Number Fax Number

 Printed Name Signature

THANK YOU!



NO MORE VICTIMS™

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

For more information, please contact:

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MADD Kern County
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Chairman
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Chairman
MADD Kern County Advisory Board
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