



Comeback Trail 2018 Event Sponsorship

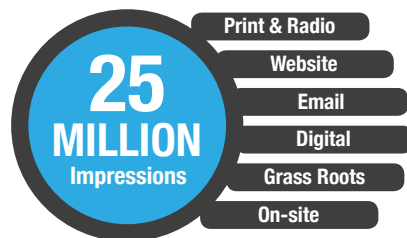
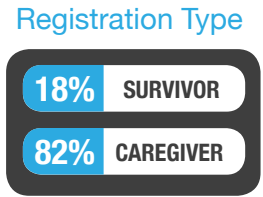
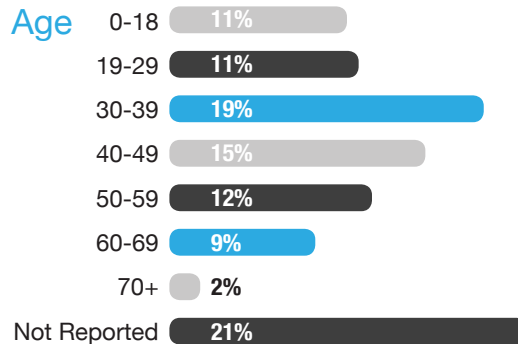
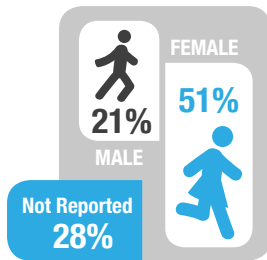
In 2016, the National Stroke Association launched **Comeback Trail** as part of the **Come Back Strong** movement. With more than 15 locations planned in 2018, this 5K walk/run aims to celebrate and build hope for the stroke community. Together, participants will embark on a route representative of one's stroke recovery journey – one with twists and turns, setbacks, and peaks.

For over 30 years, the National Stroke Association has been the only national nonprofit 100% dedicated to stroke. Our mission is to reduce the incidence and impact of stroke by delivering education and other programs focused on the prevention, treatment, rehabilitation and support for all impacted by stroke. We deliver free resources and tools to empower stroke survivors and the people in their circles of care across the U.S. to come back strong.

THE FACTS

- Stroke is the 5th leading cause of death in the U.S.
- Stroke is the 2nd leading cause of death in the world
- On average, every 40 seconds someone in the U.S. has a stroke – every 4 minutes someone dies

2017 Race Demographics



2018 National Event Locations

- | | |
|-----------------|----------------------|
| Atlanta, GA | Northern California* |
| Chicago, IL | Phoenix, AZ |
| Denver, CO | Raleigh/Durham, NC |
| Houston, TX | St. Louis, MO |
| Long Island, NY | Southern California* |
| | Washington, D.C. |

*Specific location TBD

Community Event Locations

- | | |
|----------------------|---------------|
| Cincinnati, OH | Nashville, TN |
| Dallas/Ft. Worth, TX | Newark, DE |



Comeback Trail 2018 - National Sponsorship

Pre-event Sponsorship Benefits

Sponsorship Level	NATIONAL Presenting Sponsor \$40,000	GOLD \$25,000	SILVER \$15,000
Logo in CBT Planning Guide	X	X	X
Event Communications Toolkit	X	X	X
Logo on all event web registration pages	X	X	X
Sponsor mention in promotional email to all markets (125,000 distribution)	X	X	X
Company mention in press release (all markets)	X	X	X
Logo on NSA Comeback Trail home page	X	X	X
Social media mentions – geotargeted to match event audience:			
Facebook (112,000 national NSA fans)	2 per event	2 per event	1 per event
Twitter (25,000 national NSA followers)	2 per event	2 per event	
LinkedIn (1,600 national NSA followers)	1 per event	1 per event	
Logo placement on all pre-event promotional collateral (print and web)	X	X	X
Hyperlinked logo in NSA monthly e-newsletter (125,000 monthly distribution)	X	X	
Radio promo spot mention in all markets	X		
Pre-event Facebook Live "interview" – Why we support Comeback Trail (NEW for 2018)	X		

Day-of-event Benefits

Sponsorship Level	NATIONAL	GOLD	SILVER
Prominent 10 x 10 tent with 8' table & 2 chairs	X		
10 x 10 tent with 8' table & 2 chairs in Vendor Village area		X	X
Company recognition Opening Ceremony	X	X	X
Logo on sponsor Thank You signage	X	X	X
Black/white logo on Thank you bags (5,000 nationwide)	X	X	X
Logo on Start/Finish banners	X	X	X
Logo on race bibs (5,000 nationwide)	X	X	X
Black/white logo on official CBT t-shirts (5,000 nationwide)	X	X	X
Logo sponsor for "I Walk For ____" signage in all markets (NEW in 2018)	X		
Logo sponsor for "Team Photo/Selfie Station" area – all markets (NEW in 2018)	X		
Logo sponsor of "Participant Lounge" – in all markets (NEW in 2018)	X		
Logo sponsor for "Mission Mile" marker – in all markets (NEW in 2018)	X		
VIP parking passes (where applicable) (NEW in 2018)	4	2	1

Post Event Benefits

Sponsorship Level	NATIONAL	GOLD	SILVER
Event benefits/wrap up report	X	X	X
Recognition in 2018 NSA Annual Report	X	X	X
Recognition in post-event thank you emails – all markets	X	X	X
Recognition in post-event thank you social media posts – all markets	X		

Benefits at Community Events

Sponsorship Level	NATIONAL	GOLD	SILVER
Logo on welcome signage, registration signage, start/finish banner and event shirts	X	X	X



“ Supporting a great cause.
Very well organized event. ”



“ The day was fabulous! ”



Comeback Trail 2018 - Local Sponsorship

Pre-event Sponsorship Benefits

Sponsorship Level	LOCAL Presenting Sponsor \$10,000	MISSION \$5,000	NAVIGATOR \$3,000	ADVOCATE \$1,500	SUPPORTER \$500
Event Communications Toolkit	X	X	X	X	X
Logo on event-specific website registration pages — with link to company team registration page	X	X	X	X	X
Sponsor mention in promotional email to local markets	X	X	X	X	
Logo placement on all pre-event promotional collateral (print and web) (subject to print deadlines)	X	X	X	X	
Social media mentions:					
Facebook (112,000 fans)	2 per event	1 per event	1 per event		
Twitter (25,000 followers)	2 per event	1 per event			
LinkedIn (1600 followers)	1 per event	1 per event			
Radio promo spot mention in local market	X				
Company mention in local press release	X				
2-minute pre-event Facebook Live "interview" — Why we support Comeback Trail	X				
Industry exclusivity (local event market only)	X				
NSA support for company fundraising team kickoff activity (balloons, information, etc.)	X				

Day-of-events Benefits

Sponsorship Level	LOCAL	MISSION	NAVIGATOR	ADVOCATE	SUPPORTER
Prominent 10 x 10 tent with 8' table & 2 chairs	X	X	X		
Community tent with 8' table & 2 chairs in Vendor Village area				X	X
Logo on sponsor Thank You signage	X	X	X	X	
Logo on Start/Finish banners	X	X	X		
Company recognition Opening Ceremony	X	X	X		
Black/white logo on official CBT t-shirts (local event only) New in 2018	X	X			
Opportunity to speak before run/walk begins and perform official count down to run/walk start	X				
Logo sponsor of "Participant Lounge" NEW in 2018	X				
Logo sponsor of local stage area NEW in 2018		X			
VIP parking passes (where applicable) NEW in 2018	2	1			

Post Event Benefits

Sponsorship Level	LOCAL	MISSION	NAVIGATOR	ADVOCATE	SUPPORTER
Event benefits/wrap up report	X	X	X	X	X
Recognition in post-event thank you emails	X	X	X	X	X
Recognition in 2018 NSA Annual Report	X	X	X	X	
Recognition in post-event thank you social media posts	X				

