

Benefitting Easterseals North Georgia

Trick or Treat Trot



7th Annual Family Fall Festival 5k Run/Walk
Activities for the Whole Family!

SPONSORSHIP PACKAGE

Where:
Infinite Energy Arena
(Formerly Gwinnet Arena)
Parking Lot
6400 Sugarloaf Parkway
Duluth, GA

When:
Saturday 9:00am
October 21st, 2017

www.eastersealsnorthgeorgia.org/trick-or-treat-trot



Easterseals North Georgia's 7th Annual Trick or Treat Trot Family Fall Festival & 5k Run/Walk

Our 7th Annual *Trick-or-Treat Trot* Family Fall Festival and 5k Run/Walk unites hundreds of children, families, and even runners to raise funds and increase awareness for young children with disabilities in the metro Atlanta and North Georgia community.

This family-friendly event will have costume contests, arts and crafts, food, fun, face painting, games, prizes and more! It also provides a safe trick-or-treating experience for *all* children who attend.

For serious runners, our Family Fall Festival also includes a 5k Run on a USATF Certified Course which serves as a qualifier for Peachtree Road Race 2018. For the less serious but equally health-conscious, attendees can walk the course and the children can participate in the Kids Spooky Sprint – a fun dash with an “official” start and finish line.

Trick-or-Treat Trot is the perfect day for families, friends, neighbors, colleagues and community members to play, have fun, smile, and walk together for a common purpose—to help children who are disadvantaged or disabled.

We count on all of our sponsors and volunteers to continue to help make this event a blast for all that attend.

Find out more about this event at www.eastersealsnorthgeorgia.org/trick-or-treat-trot/

About Easterseals North Georgia

Strengthening children and their families at the most critical times in their development is our driving force. Our staff, our volunteers, our sponsors and our children fuel our passion and ignite our success.

Recent research confirms that the first five years of a child's life are particularly important for the development of the brain, and the first three years are the most critical in shaping the child's brain architecture. These early years are the foundation that shapes children's future health, happiness, growth, development, and learning achievement while at school, within the family, and as part of the community.

We provide early education and early intervention services to nearly 4,000 children from birth to age five living in metro Atlanta and North Georgia who are disadvantaged or disabled. We also provide support services to their families, helping them become better educated, more self-sufficient, and an even stronger support for their child, no matter their income or ability.

Our history of using evidence-based programs has helped us achieve **outcomes that exceed expectations**. Integrated teams of therapists, teachers, and other health professionals help each child overcome obstacles to independence and prepare them for the next phase in their life. 45% of children who start our program are measured as performing at or above age-level. Upon leaving our program, more than 92% are at or above age-level. These results serve as a testament to the services and benefits we provide our children, our families and our community.

Families thank us every day. And every day we thank our families and children for the privilege of caring for them, teaching and supporting them.

SPONSORSHIP LEVELS

Life Changers - \$5,000

- Company listed as "LIFE CHANGER" on all event-related marketing & promotional collateral
- Company logo on all event banners, t-shirts and bags given to 5K participants
- Sponsor recognition, logo and link on the event page at Eastersealsnorthgeorgia.org
- Company name mentioned in all media advertising, print/online
- Sponsor table at event to display any products, services or company marketing materials
- Sponsor listing on all at-event signage and in the event program
- Opportunity to speak to attendees at 5K/family fun festival
- Company promotional items in event bags
- Opportunity to speak with kick-off event attendees
- Company logo and web link provided in e-newsletter delivered to 62k recipients
- 10 event t-shirts

Dreamers - \$2,500

- Company listed as "DREAMER" on all event-related marketing & promotional collateral
- Company logo on banners
- Opportunity to speak to attendees at 5K/Family Fun festival
- Sponsor table at event to display any products, services or company marketing materials
- Sponsor logo on back of event t-shirts
- Company promotional items in event bags
- Company logo and web link provided in e-newsletter delivered to 62k recipients
- 7 event t-shirts

Believers - \$1,000

- Company listed as "BELIEVER" on all event-related marketing & promotional collateral
- Company logo on all start/finish banners
- Sponsor table at event to display any products, services or company marketing materials
- Company logo on back of event t-shirts
- Company promotional items in event bags
- Company logo and web link provided in e-newsletter delivered to 62k recipients
- 5 event t-shirts

Friends - \$500

- Company listed as "FRIEND" on all event-related marketing & promotional collateral
- Company logo on all start/finish banners
- Company logo on back of event t-shirts
- Company promotional items in event bags
- Company logo and web link provided in e-newsletter delivered to 62k recipients
- 2 event t-shirts

Supporters - \$250

- Table at event to display any products, services or company marketing materials
- Bring activity/game for children attending family festival
- Bring candy for children attending family festival as award for activity

Special opportunities and pricing for nonprofits

Please contact Norma Center at ncenter@esng.org for details

SPONSORSHIP FORM

Easterseals North Georgia invites you to help support our 2017 Trick or Treat Trot Family Fall Festival by becoming a sponsor. Please complete the form below and indicate your preferred sponsorship level.

I would like to commit to sponsorship level:

- Life Changer (\$5,000) Dreamer (\$2,500) Believer (\$1,000)
 Friend (\$500) Supporter (\$250)

Sponsorship opportunities close on September 30, 2017

Company Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone Number _____ Email Address _____

Payment Type Amex MC/Visa Check

Name on Card _____

Card # _____ Expiration Date _____

Billing Zip _____ Signature _____

Please make checks payable to Easterseals North Georgia and return with completed form to:

Easterseals North Georgia – attn: Norma Center

53 Perimeter Center East, Suite 550

Atlanta, GA 30346

Ph: (404) 943-1070 Fax: (404) 943-0890

All sponsorships are considered donations to Easterseals North Georgia (less value received) and therefore may qualify as a tax deductible charitable contribution. Please consult the IRS or your tax advisor for more information. Easterseals North Georgia, Inc. is classified as a not for profit public charity under section 501(c)(3) of the Internal Revenue Code. 58-1919768

Thank you for your support of Easterseals North Georgia

DONATION FORM

Easterseals North Georgia gladly accepts “in-kind” contributions for advertising, activities, food, and raffle prizes for our event. If you wish to donate materials, prizes or services to support our *Trick or Treat Trot* Family Fall Festival, please complete this form.

I would like to donate goods and/or services to this event!

All donations must be received by October 1, 2017

For more information and/or questions, please contact Norma Center, Development Director, at 404-943-1070 x 114 or ncenter@esng.org.

Company/Individual Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone Number _____ Email Address _____

Description of donation _____

Value of Donation _____

Mail or email completed donation form to:

Easterseals North Georgia - attn: Norma Center

53 Perimeter Center East, Suite 550

Atlanta, Georgia 30346

(404) 943-0890 (fax) or ncenter@esng.org

Items provided will be considered donations to Easterseals North Georgia (less value received) and therefore may qualify as a tax deductible charitable contribution. Please consult the IRS or your tax advisor for more information. Easterseals North Georgia, Inc. is classified as a not for profit public charity under section 501(c)(3) of the Internal Revenue Code. Upon receipt of donation, Easterseals will provide you with a donation receipt letter for your records.

Thank you for your support of Easterseals North Georgia

Venue and Directions

Just minutes outside of Atlanta, Infinite Energy Arena and Convention Center's 80-acre lakefront campus can accommodate a variety of events from concerts, performances, meetings, trade shows, and more.

The multipurpose campus includes an amazing 13,000 seat arena, a 702-seat Performing Arts Center, 23 versatile meeting rooms, a 50,000 square foot exhibit hall, and a 21,600 square foot grand ballroom. Gwinnett Center is beautifully landscaped and architecturally stunning facility with an award-winning outdoor private garden, soaring atriums and modern angles which provide a beautiful back drop for any event.

The campus, operated by the Gwinnett Convention and Visitors Bureau, distinguishes itself by hosting a diverse range of events, including the NCAA Women's Gymnastics Championships, Lady Gaga, Catalyst Convention, George Strait, Beyoncé, Enrique Iglesias, Red Hot Chili Peppers, Menopause the Musical, American Idol Live!, Dave Matthews Band, Vicente Fernandez, Carrie Underwood, Eric Clapton, FLW Forrest Wood Cup, Michael Bublé, MUSE, and many more.

6400 Sugarloaf Parkway, Duluth, GA 30097 (Arena Parking Lot)

From the North (I-85 S)

- Take Interstate 85 South to exit 109 Sugarloaf Parkway/Old Peachtree Rd.
- Keep left to take the ramp toward Sugarloaf Parkway (0.9 miles)
- Keep right to take the Sugarloaf Parkway ramp (0.5 miles)
- Turn right onto Sugarloaf Parkway (0.5 miles)
- Continue on Sugarloaf Parkway until you see the Gwinnett Center on your left and follow signs for the *Trick or Treat Trot*

From Atlanta (Interstate 75/85 Connector)

- Keep left to continue onto 85 North for 20 miles
- Keep left to stay on 85 North for 1.5 miles
- Take exit 108 for Sugarloaf Parkway
- Keep right to take the West Sugarloaf Parkway ramp toward Gwinnett Center
- Merge onto Sugarloaf Parkway for about a 1 mile and follow signs for Gwinnett Center and *Trick or Treat Trot*