CELEBRATE SOUND

Don't Walk in Silence™

A walk and fundraiser in support of hearing health.

Join in at www.MyCelebrateSound.com

SERTOMA

THE ROLE OF CELEBRATE SOUND *Don't Walk in Silence*® IN RELATION TO SERTOMA'S NATIONAL MISSION

Our nation is built upon the principle that the people are the best source for solutions to the needs in their communities. That is probably truer today than at our founding. The growth and complexity of our governments and institutions, has made our world more complex. We need people willing to serve and provide leadership – to represent the voice of a community – of its people.

Sertoma has 100 years of developing and supporting community leadership, service and philanthropy. Our vision for our 2nd Century is to create an organization where individuals who have a passion to lead and serve, find support, opportunity, and shared effort.

Sertoma's mission focuses on hearing health as it cuts across all aspects of our community. From birth to old age, from the school room to the board room, hearing impacts all our lives and especially the 40 percent of the population directly touched by hearing loss. It is an area where we can improve the quality of lives today, and into the future. It provides opportunities for those who want to advocate, educate, support, and lead.

With CELEBRATE SOUND *Don't Walk in Silence*, we can spread the word to our community. Together we can raise public awareness of hearing health issues and increase funding for grants and scholarships. Many worthy causes have gained recognition and awareness through nationally-branded events like walks. Now it's time for hearing health to shine in the spotlight.

On behalf of the Communities we serve: Thank You!!!

Tim Goldman
Event Chairman
CELEBRATE SOUND *Don't Walk in Silence*

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Celebrate Sound Walk Columbia

Saluda Shoals Park
5605 Bush River Road
Columbia, SC 29212

Saturday, April 27, 2013

Registration 8:30 AM

Walk Begins 9:30 AM

Celebrate Sound
Don't Walk in Silence™

WHAT IS SERTOMA?

Our Purpose:
To meet the needs of communities through volunteer service.

Our Vision:
To create communities of change under common leadership and with a common voice that will serve the many in need.

Our Mission:
To improve the quality of life today for those at risk or impacted by hearing loss through education and support.

Sertoma's focus is to assist those individuals with hearing health problems and to educate the public on hearing health. In order to achieve these goals, Sertoma has undertaken a multi-faceted approach by launching programs to address both the treatment and prevention aspects of hearing health. For more than 100 years, our volunteers have served communities across the United States. Each year these members provide over 400,000 hours of volunteer service and $4,500,000 in support to projects in their local communities.

Why Hearing Health?

Today over 50 million people in the United States alone suffer from some kind of hearing loss. With our technological life style, that number continues to grow. Once hearing loss occurs, it cannot be restored. We can imitate it with hearing devices, but it will never be as clear or concise as it once was. After hearing is lost it becomes one of the most expensive parts of life to maintain. Some insurance companies will pay for testing or will give discounts on equipment, but many will not pay a dime.

Our passion is to create a world where everyone who chooses, can hear us. And our passion will compel us to raise awareness of our cause, educate those willing to understand, and support those who need our support. Hearing health needs allies and advocates, educators and healers. Sertoma communities share the common belief that attention paid to hearing health adds quality to lives and communities.

ABOUT OUR EVENT

CELEBRATE SOUND *Don't Walk in Silence* is Sertoma's national fund- and awareness-raising event created to help members, clubs and other organizations promote hearing health in our communities. Sertoma and its affiliates are well-respected for our hearing health mission. Hearing health agencies, the audiology and speech pathology professions, deaf and hard-of-hearing students – these communities know of the contributions Sertomans make.

With CELEBRATE SOUND Don't Walk in Silence, we can spread the word beyond these circles. Together, we can raise public awareness of hearing health issues and reduce the number of people who are impacted by hearing loss. Half of the net proceeds from every event stay in the local community to support efforts there. The other half go into our annual fund to support Sertoma's national hearing health programs. Learn more about these at www.sertoma.org/WhatWeDo

What Will the Funds Be Used for Locally?

Half of the proceeds from this event will be used to support the charitable activities of the Midland Area Sertoma Clubs. This includes supporting their hearing health activities, the Boys and Girls Club, and Camp Sertoma of South Carolina which provides opportunities for fun, skills development, and education for 240 disadvantaged or hearing and speech impaired children each summer.

CORPORATE OPPORTUNITIES

There are many opportunities for your company to get involved and support philanthropic efforts in our community! Each is highly valued and offers the opportunity to make a real difference in the lives of the 50 million people who have some kind of hearing loss. Corporate relationships, such as yours, are the backbone that makes our efforts possible. Beyond the intrinsic value, our event also offers you the very tangible ability to:

- Demonstrate your company values to consumers
- Obtain high visibility with potential customers
- Build you brand identity
- Partner with a highly respected non-profit organization
- Get a great return on investment for your marketing dollars

Cash and In-Kind Sponsorships

Corporate sponsorships, in the form of cash or in-kind gifts, help to underwrite and support our events and ensure that the dollars raised from our walkers and donors have the greatest impact on our mission. We realize that not all companies have the same resources. Our tiered structure will allow your company to choose the level that works best for you and feel confident that you are getting the most of out of your marketing dollars.

Sponsorship Level	Event Sponsor	Route Sponsor	Walk Sponsor	Advocate Sponsor
Gift Value	**$1,000**	**$500**	**$250**	**$100**
# of Sponsorships Available	**4**	**5**	**5**	**10**
Pre-event advertising (News Releases, print advertising, Etc)	✓			
Company name displayed on event signage	✓	✓		
Company name on event shirts	✓	✓	✓	
Company logo on event website	✓	✓	✓	✓
Complimentary walk entries	6	4	2	1

Start a Team

Another great way to get involved is to form a team of staff members to walk in our event. Each team receives a personalized page on our website to collect donations, recruit friends and family, and build awareness about your organizations participation in our event through social media and other digital tools. Forming a team not only helps support the event, but also is a great way to build camaraderie and morale. Get out those company t-shirts and join us in our support of hearing health!

CELEBRATE SOUND *Don't Walk in Silence*

Event Sponsorship Commitment Form

Company Name:_____

Contact Person:_____

Street Address:_____

City, State:_____ Zip Code:_____

Phone:_____ E-Mail:_____

Yes! I would like to participate at the sponsorship level indicated below:

- ☐ Event Sponsor $1,000
- ☐ Route Sponsor $500
- ☐ Walk Sponsor $250
- ☐ Friend $100

_____ **pledges a total of $**_____ **as an underwriter for CELEBRATE SOUND *Don't Walk in Silence*.**

Payment Type:
☐Check enclosed ☐Visa ☐Master Card ☐American Express

_____ _____ _____
Card Number Expiration Date Security Code

_____ _____
Authorized Signature Name On Card

_____
Billing Address

_____
City State Zip Code

Commitment form must be received at least 30 days prior to the event. All donations are tax deductible to the fullest extent of the law. Checks should be made out to Sertoma, Inc.

Sertoma, Inc.
Attn: CELEBRATE SOUND *Don't Walk in Silence*
1912 E. Meyer Blvd.
Kansas City, MO 64132
Fax: (816) 333-4320
E-Mail:CELEBRATESOUND@sertomahq.org*

*Please send an EPS or Vector copy of your logo for inclusion in promotional materials