



**Scleroderma Foundation Michigan Chapter's
29th Annual Walk and Run
Sponsorship Post Analysis
Kohl's**

“My sister, Nancy, was so active – she was always doing something – she was so creative, always singing, laughing, telling jokes. Scleroderma took her life, and I want to let everyone know who is affected by scleroderma that we’re here for you and keep fighting. We’re making a difference, and I thank everyone for joining with me in our mission to find the cure.”

Barry Sanders at the 29th Annual Walk and Run on Sunday, June 8, 2008 at the World-Class Detroit Zoo

On Sunday, June 8, 2008 Barry Sanders and the Scleroderma Foundation MI Chapter welcomed over 1830 participants to our 29th Annual Walk and Run at the World-Class Detroit Zoo in Royal Oak, MI, which is the largest fundraiser for the Chapter.



And Kohl’s was a big part of the story!

The 29th Annual Walk and Run began at 7 am with a huge crowd of eager participants lining up at the registration areas, and the event officially kicked off at 8 am with walk activities and a welcome address from Paula Tutman, emmy award winning reporter with WDIV Channel 4, who served as our emcee for the day.

Highlights of the event included a 2-mile walk through the Detroit Zoo (with guests having lots of fun stopping to visit the animals!); 5k run; 1 mile fun run for kids; silent and live auctions; breakfast/brunch; kid zone with clown, magician, face-painting and kids’ auction; live music and karaoke by Chateau Band; awards ceremony; and a ‘Meet and Greet’ with Barry Sanders, former Detroit Lion star running back and Football Hall of Famer, who lost his beloved sister, Nancy, to scleroderma in 1991.

The event was held from 7 am – Noon in the World-Class Detroit Zoo in Royal Oak, MI welcoming 1830+ guests and raising an estimated \$180,000+ for the Chapter.

During the past 29 years, participants and sponsors of this event have accomplished a great deal together through this very special walk. It is a high-energy event that brings together patients, families, loved ones, athletes, medical professionals, corporate partners and citizens across Michigan to celebrate our cause and to make a positive difference in the lives of people affected by scleroderma.

We greatly appreciate the generous support of Kohl’s, and we look forward to expanding our relationship in an even more exciting walk in 2009 as we celebrate our 30th Annual Walk and Run celebrating 30 years of service to people in MI affected by scleroderma.

Sponsorship Program Objectives

Our partnership allowed Kohl's to reach a number of sponsorship objectives in conjunction with this event. Primary objectives were:

- Increase awareness of the Kohl's brand to a variety of audiences including patients, medical professionals, families and the general public
- Increase awareness of products and services offered by Kohl's
- Provide Kohl's representatives with an extraordinary opportunity to meet football legend Barry Sanders, receive a photo with the football hero and participate in a feel-good charity event that helps people in need in their community
- Provide Kohl's representatives with an opportunity to enjoy complimentary VIP entrance to the event for 15 guests; each VIP ticket included participation in all aspects of the event including complimentary meet/greet/photo with Barry Sanders and use of our Hospitality Tent with special amenities; VIP tickets allowed representatives to enhance goodwill/relationship-building with their clients and families
- Capitalize on pre-event marketing and recognition opportunities, which included logo recognition on an ad placed in the Royal Oak Review (a C&G Newspaper; distribution to 40,000+ households); logo recognition on event brochure with distribution of 10,000+; E-mail blast to 2000+ e-mail recipients of the Chapter; logo recognition with link to corporate website on Scleroderma Foundation website
- Capitalize on marketing and recognition opportunities at the event, which included corporate logo on event t-shirts; corporate logo on signage; opportunity for a corporate table/display for interactive marketing at the event allowing distribution of Kohl's promotional items; logo/ad in walk printed program provided to each guest; verbal announcement of Kohl's's support at the event
- Capitalize on post-event marketing and recognition opportunities, which include advertisement in Chapter's Fall 2008 newsletter and logo/web link on Chapter's website
- Create strong association with premier non-profit serving people with scleroderma, a chronic, autoimmune disease affecting an estimated 300,000 people in the U.S.
- Create strong association with premier, high-profile charitable event reaching important audiences with demographics that closely match those that Kohl's seeks to target for marketing/PR/sales opportunities
- Support the Scleroderma Foundation Michigan Chapter, an organization with a cause that is important to many Kohl's employees allowing the company to build internal company morale and show employees the company's support of a cause close to their hearts

Summary of Benefits

Benefits were designed to provide maximum exposure and deliver on primary sponsorship objectives of Kohl's. Principal benefits included:

Benefit Group 1: Designation as Gold Sponsor of 29th Annual Walk and Run with mentions as Gold Sponsor including:

- Premier placement of corporate logo in official brochure with distribution of 10,000+
- Premier placement of corporate logo in official program with distribution of over 1800 to guests of the event
- Full page ad in printed program of the event
- Placement of corporate logo on official t-shirt of event (over 1800 distributed)
- Corporate logo on event ad placed in Royal Oak Review (a C&G Newspaper reaching 40,000+ households in and around the Royal Oak, MI community)
- Mention in official press release
- Corporate logo and link to Kohl's website on Scleroderma Foundation MI Chapter website (www.scleroderma.org/chapter/michigan)
- E-mail marketing to 2000+ supporters through e-blast describing corporate support and encouraging visit to Kohl's website
- Corporate logo on sponsor signage at registration area at event
- Verbal recognition at event

Benefit Group 2: Opportunity for event participation and special on-site involvement with celebrity guest Barry Sanders – a "Meet and Greet with Photo":

- Complimentary entrance offered for 15 representatives to participate in the event
- Access to Hospitality Tent offered with time to visit with former Detroit Lion star running back and football legend, Barry Sanders, and others sponsors/media guests

Benefit Group 3: On-site marketing/PR/sales opportunities including:

- Offer of a display table/corporate promotional set-up with promotional materials and corporate representatives to promote company's products/services to 1800+ guests*

**Although this benefit was not ultimately delivered, we look forward to offering this and other enhanced benefits to the company as we work together toward a mutually beneficial partnership with Kohl's as a sponsor of our 30th Annual Walk and Run on Sunday, June 7, 2009 at the World-Class Detroit Zoo.*

Media and Advertising Summary

Following are media and advertising highlights from the event:

- WDIV Channel 4: Pre-event coverage on morning of Friday, June 6, 2008 with mention of event by Paula Tutman, emmy award winning reporter; viewership estimated at 100,000+
- WDIV Channel 4: On-site interviews on Sunday, June 8, 2008 by Paula Tutman with Barry Sanders and Annie Valle, Chapter President; first interview aired at 6:30 am live from the Detroit Zoo (with Annie Valle) encouraging viewers to participate; second interview aired at 8:30 am live from the Detroit Zoo (with Barry Sanders) explaining Barry's involvement in our cause and encouraging viewers to participate; viewership estimated at 250,000+
- WDIV Channel 4: Post-event coverage with a full health segment story aired on the morning of Tuesday, June 10 featuring information about scleroderma, on-site walk footage with interviews from Barry Sanders and other participants at our walk; viewership estimated at 100,000+
- One-half page editorial in Adcraft Club of Detroit bi-weekly newsletter; Adcraft Detroit is the premier advocacy group for advertising/PR professionals in the Metropolitan Detroit area and is the largest Adcraft Club in the country
- Website coverage on the following sites:
 - Runmichigan.org
 - DetroitLions.org
 - Kidsrunning.com
 - Hillrunner.com
 - Runningfit.net
 - Runningtimes.com
 - Myvipevents.com
 - Greatstufftodo.com



Celebrities and Special Guests in Appearance

The following celebrities and special guests were in appearance at the 28th Annual Walk and Run:

- Barry Sanders, former Detroit Lion star running back and Football Hall of Famer, celebrity guest
- Paula Tutman, emmy award winning reporter with WDIV Channel 4, emcee of the day
- 'Roary' – Detroit Lions mascot



Left to right: Annie Valle, Chapter President; Paula Tutman; Barry Sanders

Event Photos



Visit www.scleroderma.org/chapter/michigan/2008walk2.shtm to view more walk photos!