



## **SPONSORSHIP OPPORTUNITIES**

MDA Muscle Walk  
February 11, 2012  
Dallas Cowboys Stadium

# MDA MUSCLE WALK 2012

Benefiting the Research Effort of the Muscular Dystrophy Association

**WHAT:** Muscle Walk 2012 is an event for everyone. The premise is simple – create a team, raise money for research, then celebrate your team’s success by walking “victory laps” around Dallas Cowboys Stadium.

Muscle Walk is a fun team-building experience for employees. It is extremely gratifying because you have the opportunity to meet the people who benefit from the dollars you’ve contributed. The event offers a sense of support and community that simply must be experienced to be understood.



The DFW Muscle Walk is the largest such event conducted by MDA nationally, both in terms of number of participants and dollars raised. Many of the participants are people served by MDA, their family members and friends. They represent a diverse and loyal consumer base.

**WHEN:** Saturday, February 11, 2012

**WHERE:** Dallas Cowboys Stadium

**CONTACT:** MDA Fort Worth Office at 817.338.1024

## MEDIA COVERAGE:

- The MDA Labor Day Telethon broadcast live on TXA21 will highlight Muscle Walk and our generous sponsors.
- Muscle Walk historically receives more than 50 promotional spots. The 2012 television sponsor is in the process of being confirmed.
- 96.3 KSCS The Texas Original has joined MDA to promote Muscle Walk through on-air mentions, recorded spots and a broadcast live from site the day of the event. Their spots will include recognition of the title sponsor.
- A print sponsor is currently being recruited. Muscle Walk is recognized and well supported by the Dallas/Fort Worth area media. Two articles appeared in the Dallas Morning News.

## The MDA Muscle Walk 2011 Numbers Tell the Story...

Number of Participants	3,300
Amount Raised	\$518,000
Total Minutes of Research Funded	6,317

Video of the 2011 event is available on YouTube at

[http://www.youtube.com/watch?v=f1E7jiG9\\_94](http://www.youtube.com/watch?v=f1E7jiG9_94)

<http://www.youtube.com/watch?v=y6EpPRUtFr0>

A DVD of the 2011 Muscle Walk is available through the MDA office.

For more information please visit: [www.walk.mda.org](http://www.walk.mda.org)

# THE MUSCULAR DYSTROPHY ASSOCIATION

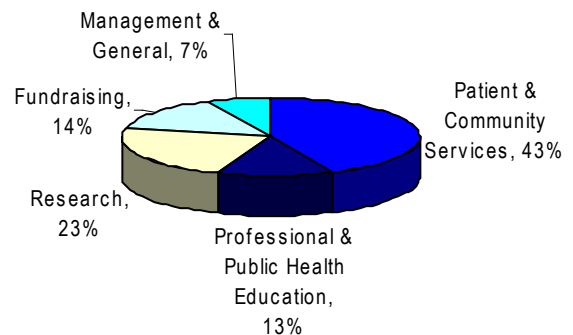
## OUR MISSION

The Muscular Dystrophy Association (MDA) is a voluntary health agency – a dedicated partnership between scientists and concerned citizens aimed at conquering neuromuscular diseases that affect more than a million Americans.

## WHAT DOES MDA DO?

MDA works in your community to combat neuromuscular diseases through basic and applied scientific investigation, local comprehensive programs of medical and support services and widespread professional and public health education.

MDA maintains the most comprehensive services program of any voluntary health agency, helping individuals and their families meet the challenges imposed by chronic, progressive diseases. Included among these services is a network of outpatient clinics; assistance with the repair of wheelchairs, leg braces and communication devices; equipment loan closets; support groups; youth summer camp programs; flu shots; and resource referral. Today, MDA is one of the world's leading voluntary health agencies fostering research and medical care. Programs available through your local MDA office are funded almost entirely by individual private contributors. The Association receives no government grants. In 2008, MDA allocated \$89 million for patient and community services.



## WHAT IS MUSCULAR DYSTROPHY?

There is no single disease called muscular dystrophy. The term designates a group of more than 30 hereditary muscle destroying disorders, which vary in inheritance pattern, age of onset, initial muscles attacked and rate of progression. Some forms of MD are seen in infancy or childhood, while others may not appear until middle age or later.

Individuals with MD in DFW & Waco = 3,218

Number of clinic visits MDA funded in '09 = 2,874

*For more information please visit: [www.mda.org](http://www.mda.org)*

# YOUR COMPANY MAKING A DIFFERENCE

For your business, Muscle Walk is a fun team-building experience for employees. Your participation creates an association with a national organization that directly benefits children and adults. It can also strengthen your company's dedication to important causes and create image-building opportunities on the most publicized venue in the Metroplex!

## YOUR SUPPORT PROVIDES...

### Health Care Services

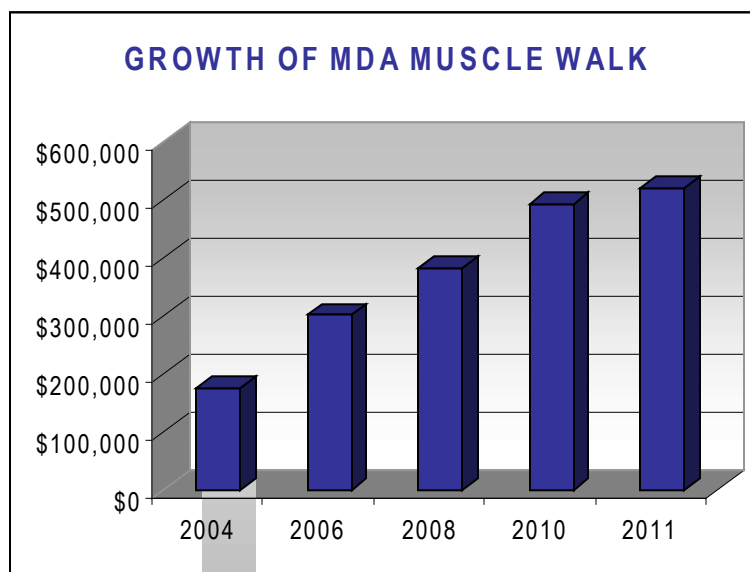
MDA funds 6 clinics throughout the Metroplex including

- Texas Neurology
- Children's Medical Center
- UT Southwestern Medical Center  
ALS Center for Excellence
- Neurology Associates of Arlington
- Cook Children's Hospital

Comprehensive clinic services include diagnostic and follow-up care, as well as physical therapy/occupational therapy and evaluation by other specialists.

### Research

MDA is the country's largest private-sector sponsor of neuromuscular disease research. Researchers have placed MDA on the threshold of delivering treatments and cures for several muscle-wasting disorders, as well as pioneering breakthroughs that may lead to therapies for heart disease, cancer, AIDS, Alzheimer's and other diseases. MDA sponsors more than \$600,000 of research at UT Southwestern Medical Center.



*We invite you to become a sponsor and participate in the country's largest walk benefiting neuromuscular disease research!*

# 2012 SPONSORSHIP OPPORTUNITIES

Be a “Champion” by Adding your “Star” in 2012!

---

## SPONSORSHIP LEVELS

### Championship Sponsor – \$40,000

- Company name as part of title of event
- Company representative to speak at event
- Corporate message played multiple times during event on DiamondVision screen
- Televised check presentation during the MDA Labor Day Telethon
- Prominent logo placement on pre-event media and event t-shirt
- Prominent logo placement on event day media
- Company information table at event

### Star Sponsor – \$15,000

- Corporate message played multiple times during event on DiamondVision screen
- Televised check presentation during the MDA Labor Day Telethon
- Company logo inclusion on pre-event media and event t-shirt
- Company logo included on event day media
- Company information table at event

### Silver Sponsor – \$10,000

- Corporate message played during event on DiamondVision screen
- Televised check presentation during the MDA Labor Day Telethon
- Company logo inclusion on pre-event media and event t-shirt
- Company logo included on event day media
- Company information table at event

### Blue Sponsor – \$5,000

- Company logo inclusion on pre-event media and event t-shirt
- Company logo included on event day media
- Company information table at event

### Fan of MDA – \$2,500

- Company logo included on event day media
- Company information table at event

Cowboys Stadium offers a myriad of opportunities for sponsor recognition through video boards and LED screens. We have the ability to run commercial and corporate messages.

***THE POSSIBILITIES ARE LIMITLESS!***



# MUSCLE WALK SPONSORSHIP FORM

---

**YES!** I will serve as a sponsor for the 2012 MDA Muscle Walk on February 11, 2012 at the Dallas Cowboys Stadium.

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

## Sponsorship Levels

**Championship Sponsor — \$40,000**

- Company name as part of title of event
- Company representative to speak at event
- Corporate message played multiple times during event on DiamondVision screen
- Televised check presentation during the MDA Labor Day Telethon
- Prominent logo placement on pre-event media and event t-shirt
- Prominent logo placement on event day media
- Company information table at event

**Star Sponsor — \$15,000**

- Corporate message played multiple times during event on DiamondVision screen
- Televised check presentation during the MDA Labor Day Telethon
- Company logo inclusion on pre-event media and event t-shirt
- Company logo included on event day media
- Company information table at event

**Silver Sponsor — \$10,000**

- Corporate message played during event on DiamondVision screen
- Televised check presentation during the MDA Labor Day Telethon
- Company logo inclusion on pre-event media and event t-shirt
- Company logo included on event day media
- Company information table at event

**Blue Sponsor — \$5,000**

- Company logo inclusion on pre-event media and event t-shirt
- Company logo included on event day media
- Company information table at event

**Fan of MDA — \$2,500**

- Company logo included on event day media
- Company information table at event

Muscular Dystrophy Association • 101 Summit Ave., #204 • Fort Worth, TX 76102  
Phone: 817.338.1024 Fax: 817.338.1715

# 2012 MUSCLE WALK CORPORATE CHALLENGE

*Don't "Pass" on this Great Opportunity*

## CORPORATE CHALLENGE

Local businesses have the opportunity to support the Muscular Dystrophy Association Muscle Walk at Cowboys Stadium in Arlington and raise money for neuromuscular disease research by joining the Corporate Challenge. By displaying posters in the workplace and encouraging employees to join the company team and fundraise for the event, your company can make this year's Muscle Walk a success. On February 11th, your company team will then get to celebrate their achievements as they help MDA move closer to a cure.



## HOW IT WORKS

Companies agree to be a part of the 2012 Muscle Walk Corporate Challenge. Each company will designate a team leader within their company to organize walkers and fundraising efforts.

MDA will provide brochures, posters and flyers customized with the company name and logo.



Individuals can register to walk together on the company team or make donations to support their team. Each participating company will have access to an individualized fundraising web page to track their participation and donations.

Participating companies will be showcased on event day media. Companies will also have the opportunity to provide small give-away items to be distributed to participants at the event.

The Corporate Challenge company that raises the most money for the event will receive a professionally produced image video, 2 to 3 minutes in length. The package will highlight Muscle Walk participation as well as a personalized corporate message. The spot will be shown during the local 2012 MDA Telethon broadcast by TXA21.

Muscle Walk is a fun team-building experience for employees. It is extremely gratifying because you have the chance to meet the people who benefit from the dollars you've contributed. The event offers a sense of support and community that simply must be experienced to be understood. Please contact your local MDA office at 817.338.1024 for more information on how to participate.

*For more information please visit: [www.walk.mda.org](http://www.walk.mda.org)*

# BECOME A PARTNER WITH MDA!

We invite you to become a sponsor and participate in the country's largest walk benefiting neuromuscular disease research!



SATURDAY,  
FEBRUARY 11,  
2012

COWBOYS  
STADIUM

The Muscular Dystrophy Association DFW Muscle Walk is the largest such event conducted by MDA nationally, both in terms of number of participants and dollars raised. Most of the participants are people served by MDA, their family members and friends. They represent a diverse and loyal consumer base.

The MDA Muscle Walk is an event for everyone. The premise is simple - people create teams, raise money for vital research and then celebrate by walking a victory lap inside Cowboys Stadium. The event is fun and includes face painting, super heroes, entertainment and vendors showcasing their company and building a relationship with MDA.

The direct business benefits include excellent exposure of your company and products at the event and the outstanding coverage provided by local media including The Big 96.3 KSCS, and our print sponsor.

Muscle Walk is a celebration for the local families and friends of MDA. We invite you to join us in our expansion of this extraordinary event for 2012.

The success of MDA is a tribute to the tireless efforts of our families and volunteers. Likewise, the success of Muscle Walk depends on the vision and participation of the businesses that sponsor this event. We have created a number of ways for your company to be part of the celebration.

---

## Fan of MDA — \$2,500

- Company logo included on event day media
- Company name included in event newsletters
- Vendor table to showcase your company's brochures and products to the over 3,000 people who attend the Muscle Walk

## Rookie Sponsor — \$2,000

- Company name included in event newsletters
- Vendor table to showcase your company's brochures and products to the over 3,000 people who attend the Muscle Walk

## Trainer Sponsor — \$1,000

- Vendor table to showcase your company's brochures and products to the over 3,000 people who attend the Muscle Walk

*We invite you to become a sponsor and participate in the country's largest walk benefiting neuromuscular disease research! For more information call 817.338.1024.*