

KM Legacy Foundation

Presents

2023 KM Walk Sponsorship Opportunities

August 30, 2023

Dear Valued Supporter,

The KM Legacy Foundation is pleased to offer sponsorship opportunities for our 7th annual Kindness Matters Walk (KM Walk). The KM Walk will be both in-person and virtual for 2023! We will have our live event in Fullerton on Thanksgiving morning as we traditionally have done. We will also continue the virtual component of the event to allow those unable to attend in-person the opportunity to participate.

How does the virtual walk work? Starting on 11/10/23 through 11/23/23, participants can run, walk, rollerblade, kayak, or even push a stroller on their own 5K. It is their choice! We will be streaming a live event complete with giveaways, contests, speakers, and more on Thanksgiving morning.



KM Legacy Foundation

KM Legacy Foundation

Fullerton, CA

714-392-7515

www.KMLegacyFdn.org

Last year we had 862 people register for the walk. Together we raised \$47,692 for the KM Legacy Foundation in support of brain cancer awareness & research, and leadership development opportunities for young adults in and around the Fullerton, CA area. With your support we can have an even greater impact this year!

The KM Legacy Foundation was founded by Katie Monson. While attending UCLA as a freshman, Katie was diagnosed with a glioblastoma (GBM) brain tumor in May 2017. Shortly after her diagnosis, she wanted to establish a foundation to carry on her desire to fight brain cancer and to support student leadership development. While Katie died in September 2018, her legacy lives on.

To date, her foundation has donated more than \$245,563 to brain cancer organizations and has awarded more than \$252,620 in scholarships to students for their leadership development! *What an amazing legacy!* Thank you for your continued support of the KM Legacy Foundation's mission!

The KM Walk is a friendly community event offering an opportunity for families and friends to enjoy time together outdoors doing an activity they enjoy. A wonderful way to support a great cause and to continue honoring Katie's legacy!

As a sponsor, there are numerous opportunities for you to be featured in publicity leading up to, during and after the event. Your company/group can gain exposure ranging from your name on walk-day shirts, acknowledgement on the KM Legacy Foundation website, your name promoted during participant registration and check-in, and social media & email blasts to participants. Enclosed please find details regarding event sponsorship opportunities and benefits. If you would like to become a sponsor or would like more information, please contact Danny Monson at 714-392-7515 or via email at KMLegacyFdn@TheMonsons.com.

The KM Legacy Foundation is a 501(c)3 non-profit organization through the Orange County Community Foundation – tax ID: 33-0378778.

Thank you for considering our request to join us as we spread kindness one step at a time!

Warm regards,

DANNY MONSON

Co-Founder, KM Legacy Foundation

Sponsorship Opportunities Form

This year's event, our 7th annual, will be held from Nov 10-24th. All proceeds from the walk will benefit the KM Legacy Foundation. The foundation supports brain cancer awareness & research and supports leadership development of young adults in and around the Fullerton, CA area.

Sponsorships and donations are needed to make this fundraiser a success. In exchange for sponsorship, the KM Walk will provide advertisement and promotional opportunities as outlined in the selected categories below.

Please check the box(s) of desired Sponsorship Category:

- KM Legacy Trustee** **\$3,000 donation**
(1) Sponsor "shout out" in Walk Recap emailed to all walk participants, (2) Name on walk shirts, (3) Logo on KM Legacy Foundation website with link to your site, (4) Social media spotlight, (5) Sponsor "shout out" in walk packet flyer, (6) Logo/Name displayed during participant registration and check-in, (7) Walk registration fee waived for up to 8 participants, and (8) invitation to wine tasting event the evening before the walk.
- KM Legacy Founder** **\$1,500 donation**
(1) Sponsor "shout out" in Walk Recap emailed to all walk participants, (2) Name on walk shirts, (3) Logo on KM Legacy Foundation website with link to your site, (4) Social media spotlight, (5) Sponsor "shout out" in walk packet flyer, (6) Logo/name displayed during participant registration and check-in, (7) Walk registration fee waived for up to 6 participants.

KM Legacy Advocate **\$500 donation**

(1) Name on walk shirts, (2) Logo on KM Legacy Foundation website with link to your site, (3) Sponsor "shout out" in walk packet flyer, (4) Name displayed during event registration and check-in, (5) Walk registration fee waived for up to 4 participants.

KM Legacy Supporter **\$250 donation**

(1) Name on KM Legacy Foundation website, (2) Sponsor "shout out" in walk packet flyer, (3) Walk registration fee waived for up to 2 participants

KM Legacy Friend **\$_____ donation**

I am unable to attend or sponsor but would like to donate to the KM Walk

I _____ would like to sponsor at the above selected sponsorship category(s). I can be reached at the following

email address: _____

and

phone number: _____

If you are interested in sponsoring our event, please email this completed Sponsorship Opportunities Form to Danny Monson at KMLegacyFdn@TheMonsons.com. Please make checks payable to: "KM Legacy Fund" and mail to 784 Arbolado Dr., Fullerton, CA 92835 along with this completed Sponsorship Opportunities Form. For additional walk details visit our website at www.KMLegacyFdn.org or contact Danny Monson at (714) 392-7515.

The KM Legacy Fund is a registered 501(c)3 nonprofit organization through the Orange County Community Foundation. Tax ID: 33-0378778