



# WALK & TALK

THE POWER OF LOCAL



# 2023

## SPONSORSHIP OPPORTUNITIES

[WWW.WALKTHETALKFL.ORG](http://WWW.WALKTHETALKFL.ORG)



LOCAL SPONSORS



STATEWIDE SPONSOR



04/23/2023





# ABOUT EPILEPSY ALLIANCE FLORIDA

## OUR MISSION

Epilepsy Alliance Florida is dedicated to supporting those impacted by epilepsy by confronting the spectrum of challenges created by seizures. Epilepsy Alliance Florida hosts walks to raise awareness of epilepsy in cities across the state of Florida. This is an occasion for friends, family and loved ones of those living with epilepsy to come together, organize a team and walk to support the cause. These events are a staple in the Florida epilepsy community and are highly attended; they also receive considerable media coverage due to their associated range of activities, vendors, and sponsors.

## OUR HISTORY

Established in 1971 as a not-for-profit 501(c)(3), the organization is the principal agency for epilepsy programs and services sponsored by the State of Florida, servicing over half a million Floridians who live with the condition. For most of our history, we were known as Epilepsy Foundation of Florida. In July 2018, we formally changed our name to Epilepsy Florida. After we co-founded Epilepsy Alliance America, a nationwide network of community-based epilepsy organizations, we are now officially Epilepsy Alliance Florida (EAFLA). EAFLA also serves as the lead advocate for the rights and needs of people with epilepsy and seizures at the local, county, state and national levels.

## OUR IMPACT 2021-2022

**12,392**  
assisted

EAFLA coordinated care for individuals, received calls seeking assistance and welcomed attendees at support groups

**879,352**  
educated

EAFLA held 4,678 epilepsy education presentations, hosted 17,890 attendees at awareness events and reached 856,784 through social media

**2009**  
activities

EAFLA hosted education and training activities

**1,455**  
medical services

EAFLA facilitated medical services including neurological evaluations, lab tests and diagnostic tests

**76,767**  
consumers

The Healthcare Navigation Program assisted and educated 70,967 individuals, 4,322 received one-on-one services and 1,478 were enrolled

**\$80,177**  
raised

During November Epilepsy Awareness Month, EAFLA raised \$80,177 through events and giving campaigns

**36**  
legislators

Epilepsy Alliance Florida enabled staff and epilepsy advocates to meet with Florida legislators throughout Capitol Day

**1,127**  
hours

EAFLA provided psychological counseling services, client sessions and individual client assessments

**\$384K+**  
raised

Epilepsy Alliance Florida raised \$384,658 in our most recent Walk the Talk events across Florida

## THE FACTS

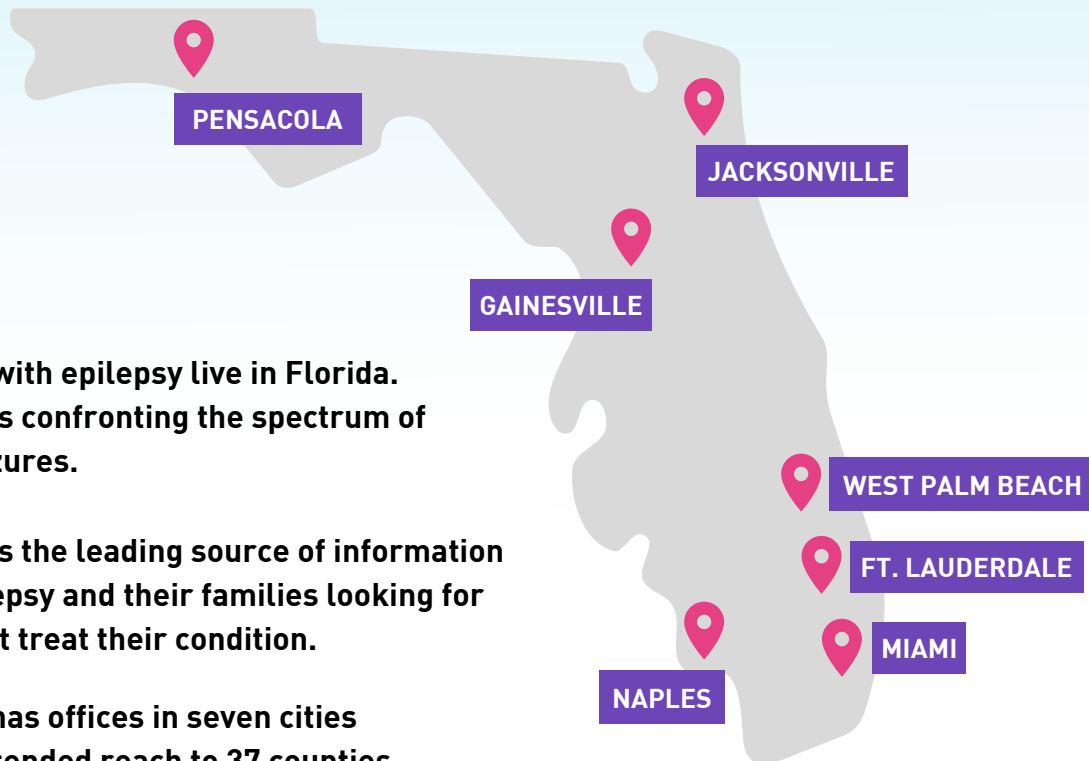
Epilepsy is the  
**4<sup>th</sup>** most  
common  
neurological disease  
in the United States.

**1 in 26**  
people in the  
United States will develop  
epilepsy in their lifetime &  
**1 in 10**  
will have a seizure.

Epilepsy is  
**more common**  
than Parkinson's  
disease, Multiple  
Sclerosis, Cerebral  
Palsy, & Autism  
**COMBINED.**

## EPILEPSY ALLIANCE FLORIDA

- Today, 12% of Americans with epilepsy live in Florida. Epilepsy Alliance Florida is confronting the spectrum of challenges created by seizures.
- Epilepsy Alliance Florida is the leading source of information for people living with epilepsy and their families looking for answers and advice to best treat their condition.
- Epilepsy Alliance Florida has offices in seven cities across Florida, with an extended reach to 37 counties.





# SOCIAL MEDIA FOOTPRINT 2021-2022

## Website



Sessions: 38.7k  
Users: 55.2k  
Pageviews: 74k+  
Pages/Session: 1.92  
Avg. Session Duration: 1.58

## Social Media



Total Followers: 27,226  
Total Reach/Impressions:  
856,784

## Newsletter



Monthly e-newsletter has  
been sent out to a database  
of more than 27,000  
individuals and  
growing.

## Digital Fundraisers



\$17,116 in Facebook  
Fundraisers

## Featured News Articles



26

## TV News Segment



10



THE POWER OF LOCAL



## PRESENTING SPONSOR

**\$100,000**

- Exclusive naming rights for all walks statewide (i.e., Epilepsy Alliance Florida's Walk the Talk for Epilepsy presented by "sponsor name/logo here")
- Inclusion in press releases and event programs
- Inclusion on all walk-related collateral as presenting sponsor
- Signage at the event
- Opportunity to submit a quote in our press release
- Recognition on the organization's website
- About sponsor section on the event web pages
- Footer banner incorporated in all email communication templates from organization
- In Person: Vendor table and chairs (with a tent, if outdoors) with the opportunity to showcase products at all walk location events of your choice
- On-stage/online recognition during the events
- Opportunity for on-stage remarks
- Right of first refusal as presenting sponsor for the following year's walks
- Company name listed in select promotional material, including but not limited to flyers, brochures, and T-shirts.
- Company's logo on the event website
- Recognition on Epilepsy Alliance Florida social media sites
- Statewide recognition via Epilepsy Alliance Florida marketing campaigns
- Named as a sponsor on all broadcast media (whenever possible)
- Showcase team of 10





## PLATINUM SPONSOR

**\$50,000**

- Exclusive statewide recognition as Platinum sponsor
- Recognition on the organization's website
- About sponsor section on the event web pages
- Footer banner incorporated in all email communication templates from organization
- In Person: Vendor table and chairs (with a tent, if outdoors) with the opportunity to showcase products at all walk location events of your choice
- On-stage/online recognition during the events
- Opportunity for on-stage remarks
- Right of first refusal as presenting sponsor for following years' walks
- Company name listed in select promotional material, including but not limited to flyers, brochures, and T-shirts.
- Company's logo on the event website
- Recognition on Epilepsy Alliance Florida social media sites
- Statewide recognition via Epilepsy Alliance Florida marketing campaigns
- Named as a sponsor on all broadcast media (whenever possible)
- Showcase team of 8



**SOUTH - Miami | Broward | Palm Beach**

## **TRI-COUNTY SPONSOR**

**\$35,000**

- Exclusive statewide recognition as tri-county sponsor
- Company name listed in select promotional material including but not limited to flyers, brochures, and T-shirts.
- Company's logo on the event website
- Recognition on Epilepsy Alliance Florida social media sites
- Statewide recognition via Epilepsy Alliance Florida marketing campaigns
- Named as a sponsor on all broadcast media (whenever possible)
- In Person: Vendor table and chairs (with tent, if outdoors) with the opportunity to showcase products at the event of your choice
- Showcase team of 6

**NORTH - Pensacola | Jacksonville | Ocala**

## **TRI-COUNTY SPONSOR**

**\$35,000**

- Exclusive statewide recognition as tri-county sponsor
- Company name listed in select promotional material, including but not limited to flyers, brochures, and T-shirts.
- Company's logo on the event website
- Recognition on Epilepsy Alliance Florida social media sites
- Statewide recognition via Epilepsy Alliance Florida marketing campaigns
- Named as a sponsor on all broadcast media (whenever possible)
- In Person: Vendor table and chairs (with tent, if outdoors) with the opportunity to showcase products at the event of your choice
- Showcase team of 6





## TITLE SPONSOR

**\$25,000**

- Statewide recognition as title sponsor
- Signage with corporate logo in one area at all 6 walk locations
- Company name listed in select promotional material, including but not limited to flyers, brochures, and T-shirts.
- Recognition on Epilepsy Alliance Florida social media sites
- Statewide recognition via Epilepsy Alliance Florida marketing campaigns
- Named as a sponsor on all broadcast media (whenever possible)
- Company logo on event web page
- In Person: Vendor table and chairs (with tent, if outdoors) with opportunity to showcase products at the event of your choice
- Showcase team of 4

## DIAMOND SPONSOR

**\$15,000**

- Statewide recognition as diamond sponsor
- Company name listed in select promotional material, including but not limited to flyers, brochures, and T-shirts.
- Company's logo on the event website
- Recognition on Epilepsy Alliance Florida social media sites
- Statewide recognition via Epilepsy Alliance Florida marketing campaigns
- Named as a sponsor on all broadcast media (whenever possible)
- In Person: Vendor table and chairs (with tent, if outdoors) with an opportunity to showcase products at the event of your choice
- Showcase team of 4



## GOLD SPONSOR

**\$10,000**

- Statewide recognition as gold sponsor
- Recognition on Epilepsy Alliance Florida social media sites
- On-stage/online recognition during the events
- Company name listed in select promotional materials, including but not limited to flyers, brochures, and T-shirts.
- Company logo on the event website
- Logo displayed on sponsor banner the day of event
- In Person: Vendor table and chairs (with tent, if outdoors) with opportunity to showcase products at the event of your choice
- Showcase team of 4

## SILVER SPONSOR

**\$5,000**

- On-stage/online recognition during the events
- Company name listed on T-Shirts
- Company logo on the event website
- Logo displayed on sponsor banner the day of event
- In Person: Vendor table and chairs (with tent, if outdoors) with opportunity to showcase products at the event of your choice

## BRONZE SPONSOR

**\$2,500**

- Company logo on the event website
- Logo displayed on sponsor board the day of event
- In Person: Vendor table and chairs (with tent, if outdoors) with opportunity to showcase products at the event of your choice





**MEDIA SPONSOR**

**\$15,000**

**T-SHIRT SPONSOR**

**\$20,000**

**VIP AREA SPONSOR**

**\$10,000**

**PHOTOBOOTH SPONSOR**

**\$10,000**

# MAKE AN IMPACT

We trust you will find great satisfaction in knowing your support will help Epilepsy Alliance Florida achieve its goals to directly serve individuals living with epilepsy in our Florida communities.

For more sponsorship information, please contact:

Mary Gomez  
Vice President of Business Development  
512 NE 3rd Avenue, 3rd Floor  
Ft. Lauderdale, FL 33301

954-829-4503  
mgomez@eafla.org  
www.walkthetalkfl.org

[CLICK HERE](#) TO ACCESS THE SPONSORSHIP FORM

