

# Investing in Alexandria's Future

**F**ounded in 1969, ALIVE! is the largest private safety net for Alexandrians living in poverty. Through a network of over 700 volunteers and 44 faith-based organizations, we bring the community together to address the most urgent needs of our most vulnerable neighbors.

For the more than 13,500 Alexandrians living in poverty, ALIVE! is the bridge to a brighter future, leading community efforts to promote self-reliance and self-sufficiency while supporting the basic needs of individuals and families in emergency situations.



## Investing in Our Children

ALIVE!'s Child Development Center (CDC) is the only nationally-accredited (NAEYC), full-day, year-round preschool in the City of Alexandria offering a sliding fee scale for tuition. Since 1972, the CDC has provided affordable, high-quality early education and care to children of Alexandria's low income, working families. With decreased public funding, private support and strategic partnerships ensure ALIVE!'s continued ability to prepare these children for a successful transition to kindergarten.

## Stepping Up for Alexandria's Children

Now in its 36th year, the StepALIVE! Walkathon is the CDC's most important fundraising event. On May 7th, the Alexandria community will come together for a 5 mile or 5K walk through Old Town followed by a celebration that includes live music, catered picnic and raffle.

**The CDC's children need our help to reach their full potential in a learning environment that is tailored to their needs.**

Sponsorship offers an affordable, cost-effective way for your business or organization to invest in Alexandria's children and receive generous community exposure at the same time. All donations to ALIVE! are deductible as charitable contributions.



**365 days a year,**  
ALIVE! provides emergency food and financial assistance, access to high-quality early childhood education and care, shelter for homeless mothers and their children, and furniture and housewares for struggling individuals and families. In 2016, ALIVE! served **14,000 Alexandrians.**

**TURN THIS PAGE OVER TO SEE SPONSORSHIP OPPORTUNITIES!**



ALIVE!, Inc. • 2723 King Street, Alexandria, VA 22302 • 703-837-9321 • [info@alive-inc.org](mailto:info@alive-inc.org)  
[www.alive-inc.org](http://www.alive-inc.org) • [fb.com/alive4alexandria](https://fb.com/alive4alexandria) • [@alive4alexVA](https://twitter.com/alive4alexVA)





## 36th Annual StepALIVE! Walkathon SUNDAY, MAY 7, 2017 ~ 2PM TO 5PM

### Registration, Start & Celebration:

First Christian Church  
2723 King Street, Alexandria, Virginia 22302

**1:15pm:** Registration and T-Shirt Pick-Up Opens

**2:00pm:** Opening Ceremony and Walkathon Start

**3:15pm:** Live Music, Catered Picnic and Raffle

## SPONSORSHIP OPPORTUNITIES

We will happily tailor sponsorship opportunities to meet your corporate giving and marketing needs. For additional information, please contact Allison Coles at (571) 366-7540 or [acoles@alive-inc.org](mailto:acoles@alive-inc.org).

### CHAMPION

\$7,500

- All "Trailblazer" benefits *PLUS*
- Most prominent placement of logo on event collateral\*
- Opportunity for product placement at event
- Logo on route map and "watering hole" signage
- Logo placement on ALIVE! wristbands (distributed throughout the year)

### TRAILBLAZER

\$5,000

- All "Pacesetter" benefits listed below *PLUS*
- Prominent placement of logo on event collateral\*
- Logo on route map

\* Event collateral includes t-shirts, signage, registration materials and print & digital promotions. Sponsor logos must be submitted by April 20, 2017.

### PACESETTER

\$2,500

- All "Pathfinder" benefits listed below *PLUS*
- Logo placement on t-shirts
- Logo recognition and hyperlink on website
- Logo on event signage
- Listing in all press releases and media alerts
- Verbal recognition at event

### PATHFINDER

\$1,000

- All "Trekker" benefits listed below *PLUS*
- Logo recognition on website
- Recognition on social media

### TREKKER

\$500

- Name recognition on StepALIVE! official event T-shirt and event signage
- Acknowledgement in *ALIVE! Wire* print newsletter (circulation: 2,500+) and digital communications including *ALIVE! Wire* online and e-blasts
- Listing on website

**IN-KIND DONATIONS** of media coverage, food, beverages, entertainment and raffle items are gladly accepted to help make this event a success! Contact Allison at (571) 366-7540 or [acoles@alive-inc.org](mailto:acoles@alive-inc.org) to discuss opportunities and benefits.

All donations to ALIVE!, a 501(c)(3) not-for-profit organization, are tax-deductible to the full extent allowed by Federal law. **Tax ID# 54-0914017**



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