

Select Specialty Hospitals
Exclusive Sponsorship of the Lung Disease Foundation Walk
Friday, August 18, 2017

Health-O-Rama has become one of the most anticipated and well attended consumer health and wellness shows of our Central Pennsylvania region. The Select Specialty Lung Disease Foundation Walk in 2016 was a great success and we are inviting Select Specialty to continue growing this event as the exclusive sponsor for 2017 Lung Disease Foundation Walk which will take place from 8am to 10am on Friday, August 19 at the Logan Valley Mall, prior to kick off of Health-O-Rama.

Funds raised from the event will go to the Lung Disease Foundation of Central Pennsylvania, a nonprofit 501C3 foundation founded by Dr. George M. Zlupko of the Lung Disease Center in Altoona, PA. These funds will be used to further educate the seriousness of Lung Cancer, the leading cause of cancer deaths and to assist lung cancer patients with their treatments.

The built-in audience of Health-O-Rama attendees, vendors and daily mall walkers including Silver Sneakers Club, is a guarantee of positive marketing exposure to seniors and caregivers. The incredible advertising campaign supported by the Lung Disease Center of Central PA, Lung Disease Foundation of Central PA, Altoona Mirror and Headline Marketing and Communications is valued at a minimum of \$15,000!

Walk Details Include:

- **Timeline:**
 - Participants Sign Up: June 1st – August 15
 - Registration: 7am to 8am; Walk 8am to 10am, August 18th
 - Prizes awarded: 10:15am by Dr. Zlupko and Sponsor
- **Participants**
 - Mall Walkers, All Silver Sneaker Clubs, Seniors, Care Givers, Mothers and Children (also strollers), Everyone Is Invited to Participate
 - Registration Fee: \$10 in Addition to Their Sponsors
 - Prizes for Walkers: Largest Sponsor Amount Raised and Most Walked Laps
 - All Registered Walkers Receive a T-shirt with Select Specialty Hospitals on back of shirt

Select Specialty Hospitals Investment: \$1,500 and two prize baskets for winners of Walk
Value of Sponsorship: Minimum \$15,000

Select Specialty Hospital will be included in:

- A minimum of 20 Walk ads in Altoona Mirror beginning July 1 – August 18
- A minimum of 10 Event ads in Altoona Mirror beginning July 2 – August 18
- Quarter page ad in Event Program Guide inserted in Altoona Mirror and at HOR
- Radio, Television, Social Media and Website
- Additional promotion on the Lung Disease Center's and Foundation's websites and social media including Facebook, Google+ and Twitter
- Logo on Walkers' T-Shirts
- Premium Booth Space with skirted table and chairs, electric if needed
- Assist Dr. George Zlupko with presentation of Walkers' Awards
- Post event news release with photos

Deadline for Sponsorship Reservation: April 28, 2017



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_____ Yes, Select Specialty Hospitals agree to be the exclusive sponsor of the 2017 Lung Disease Foundation Walk in conjunction with Health-O-Rama to be held Friday, August 18, 2017 at the Logan Valley Mall, Altoona, PA.

As the exclusive sponsor, we will receive all of the benefits and opportunities outlined as part of page one of this agreement. In addition we reserve the first option of renewal of this sponsorship for 2018.

Our sponsorship investment is \$1,500, a gift basket for each of the two Walk winners and any other give-a-ways and/or prizes we wish to donate for attendees. Our sponsorship is due no later than August 1, 2017 with the invoice which will be sent to us after signing of agreement.

We will provide our logo, other artwork and information required for marketing including the back of the t-shirts which will be provided by the Foundation.

Select Specialty Representative (Please print name)

Select Specialty Representative's signature of above

Date

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Please contact Cheryl Ebersole, 814-935-4183, cebersole@headlinemc.com with any questions.
Please return your completed agreement to:

Cheryl Ebersole
Headline Marketing & Communications
P. O. Box 2008
Altoona, PA 16603