



Netwalking, LLC

Sponsorship Kit



Dear Future Sponsor and Strategic Partner,

It is my pleasure to introduce you to Netwalking®, LLC and present the opportunity for your company to become a sponsor and partner of the [insert event name]. Netwalking®, LLC is a D.C.-based professional services firm providing a mobile space for group walking meetings. Our social engagement platform engages your most valuable asset – your people. We help foster relationships and enhance well-being which can ultimately increase productivity and improve quality of life.

Netwalking Sessions are an intimate, welcoming and safe space for attendees to candidly discuss real issues and topics to keep ahead of industry trends and new developments. We integrate designated breaks along the walk encouraging meaningful interactions, chance conversations, increased productivity, creativity, and provide an option for networking that may have been overlooked.

We are currently in the early stages of planning Netwalks for 2017-2018 including SXSW in Austin, Texas. We have included a sponsorship fact sheet and detailed proposal for your review.

Top 6 Reasons to Become a Netwalking Corporate Sponsor –

1. **Netwalking as a recruitment strategy** – Companies that offer Netwalking have a competitive advantage at recruiting top achievers in a tight labor market. Many productive employees live a well-balanced life. By creating a welcoming environment, prospective employees will notice your relationship-driven business.
2. **Netwalking promotes health and wellness** – When employees are healthy and thriving; they take fewer sick days and bring more energy to the workplace. This significantly increases productivity and creates a positive atmosphere. It's also a fact that companies who have a health mandate show an 11-15% increase in productivity.
3. **Netwalking is a great financial investment** – Having a healthier staff means a decrease in negotiated group health care contributions. Health and well-being is an important business success metric. Absenteeism is 27 percent lower for workers who eat healthy and exercise regularly. We have seen people's moods significantly improved after Netwalking.
4. **Netwalking contributes to the happiness factor** – Contrary to popular belief; a key issue with retention is not salary. Turnover happens when employees do not feel appreciated. Gratitude helps people feel confident, creates a happy environment, improves health, and builds meaningful relationships. Netwalking is a worthwhile activity that many companies are offering their staff in order to express gratitude for a job well done.
5. **Netwalking highlights a company's greatest asset, its people** – When clients can obviously see how much you care about your team they become drawn to your corporate culture as a whole. They understand that it's your people who build the company, not just the products you sell or the services you offer. Netwalking allows the employees to shine and it's noticeable to the outside world.
6. **Netwalking is headquartered in Washington, DC!** Stand out in the crowd and present yourself as a power player in the nation's capital.

If you are interested in becoming a sponsor for Netwalking, please don't hesitate to contact us. In addition, I will follow up by phone within two weeks to see if you have any questions that I can answer about the proposal or our organization. Thank you in advance for taking the time to review our sponsorship proposal package.

until we netwalk again®

Summary

Netwalking® is an innovative company located in the District of Columbia with an emphasis on increasing access to healthy lifestyles for people and companies in DC and around the country. Netwalking's trademark creates unique walks for clients featuring distinctive urban spaces. Each Netwalk features curated interactive activities shaped to energize, connect, and engage participants in thinking outside the box and fostering genuine relationships. The active nature of each Netwalk helps inspire companies and professionals as they strategize solutions and new ideas.

No two Netwalks are alike, as Netwalking develops these creative journeys to meet each Netwalker's needs. These individualized creative experiences are a service unlike any other complete with specialized mapping of the city and content creation online where clients can learn about the benefits of Netwalking and have the opportunity as a client to introduce their own journalistic perspective on these endeavors to foster a sense of community and well-being that go beyond the four walls of any business.

No prior knowledge is necessary. Each Netwalk will include a specific Americans with Disabilities Act (ADA) route made to maximize the time and resources available ensuring inclusivity for all fitness levels.

Endorsements

“Walking together helped registrants create new connections, new ideas, and new opportunities. Simple things often produce the best results!”
– **Hugh Forrest, Director of SXSW Interactive Festival**

“Jessica thought of everything – from the route to the weather to the best way to network while walking. She was easy to work with, always smiling, and made it more fun than we had planned. I highly recommend Jessica to other event organizers.” – **Melanie Spring, chief inspiration officer, Sisarina**

“Breaking away from the norm of trying to talk over lunch or on the phone is a great way to secure new business relationships.” – **Howard Mintz, Director of Business Development/Finance Airport Revenue News - A Division of Urban Expositions**

Meet Some of Our Partners



Premier Sponsorship Opportunities

Recognition level	Trail Blazers (\$5,000)	Power Walker (\$3,750)	Strider (\$2,500)	Race Pacer (\$1,100)
Netwalking Opportunities				
Custom Netwalk for your company [TBD]	x	x		
Marketing Opportunities				
<u>Website Promotion</u>				
Company name, direct company link, and logo on Website Sponsor Page	x	x	x	x
<u>Blog Promotion</u>				
2 Blog posts on Netwalking's site per year at 500 words with logo and website link	x			
1 Blog on Netwalking's site post per year at 250 words			x	
<u>Email Marketing</u>				
Company logo and direct company link listed in Netwalking Monthly Newsletter with trackback link.	x	x	x	x
One highlighted feature per year in Netwalking Monthly Newsletter	x	x		
One additional highlighted feature per year in Netwalking Monthly Newsletter	x			
<u>Social Media Promotion</u>				
2 Instagram & 2 Twitter posts during the week of the sponsored Netwalking event	x	x	x	
2 Instagram & 2 Twitter posts during the month of the sponsored Netwalking event		x		
1 Instagram & 2 Twitter posts per month for the year	x	x		
Event Promotion Opportunities				
Company logo on Netwalking's Event Page	x	x	x	x
2 minutes to present at the beginning of the Event	x			
Opportunity to provide one piece marketing collateral item for distribution	x	x		
2 reserved tickets per sponsored Netwalking event	x	x		
Media Opportunities				
Mention of company in a Netwalking Press Release for the sponsored event	x	x		
Quote from your company in a Netwalking Press Release for the sponsored event.	x			

Additional Support

Netwalk will help you reach the right audience and share our mission in the right way, with services like:

Video and Photography
PR and Marketing Outreach Advertising
Editorial Placements
Netwalking Guide(s) and Sweeper(s)

Upcoming Opportunities for Sponsorship

Netwalking at South by Southwest (SXSW) Interactive held March 10 – 13, 2017 in Austin, Texas.

Spring / Summer Netwalks (March 23 - November 23, 2017)
Tuesday (5:00pm - 6:30pm) - 1 Netwalk per month
Thursday (8:00am - 9:30am) - 1 Netwalk per month

Fall / Winter Netwalks (November 24 - March 1, 2018)
Tuesday (3:30pm - 4:30pm) - 1 Netwalk per month
Friday (1:30pm - 2:30pm) - 1 Netwalk per month

Additional Information

All benefits good for only 1 year past date of the contract signed.

Custom packages available.

Minimum of 2 Netwalks per month. Up to 20 registered Netwalkers per event.

Netwalkers are required to sign a release that they are Netwalking at their own risk.

www.netwalkglobal.com

Twitter: @netwalking
Instagram: @netwalk.ing
Facebook: /NetwalkingLLC/

Contact Jessica Tunon at jessica@netwalkglobal.com or call [\(571\) 969-5988](tel:5719695988) to set up sponsorship and partnership opportunities.