



You can join with the [Massachusetts Adoption Resource Exchange \(MARE\)](#), and Jordan's Furniture as a sponsor of **A Walk Home – MARE's Walk for Adoption** on Sunday, May 20, 2012, at Jordan's Furniture corporate headquarters in E. Taunton, MA.

It's a fun non-competitive 5-K event. After walking, participants enjoy a family-friendly party with arts & crafts activities, games, entertainment, refreshments, prizes, etc.

MARE is a private, 501 (c) 3 non-profit agency that recruits adoptive families for children in state foster care. So far, with well-known programs like [Wednesday's Child on WBZ TV](#) and Sunday's Child in the Boston Globe, MARE has helped more than 5,750 Massachusetts youngsters join "forever families."

Did you know that there are 600 children on any given day that have no family to call their own? These children are now in state care and are of all ages, all races and ethnicities, are brothers and sisters that want to be together and all need a permanent adoptive family NOW.

You can help change their lives. Sponsor MARE's **Walk for Adoption**, and you'll be raising funds for this important work to find adoptive families for our state's neediest children.

Last year's *Walk for Adoption*, our 2nd, was led by NECN reporter Eileen Curran, her adopted daughter Grace, and her husband Bob Halloran, WCVB sports reporter/anchor and Jordan's CEO Eliot! The Walk drew over 400 walkers, 1000 donors. And they all saw the sponsors' logos, info, etc. on our websites (www.MAREinc.org and www.firstgiving.com/MARE). We also email Walk publicity to over 7,000 supporters monthly. Our website averages 50,000 hits/day. Last year the Walk for Adoption raised \$70,000; with your support, we hope to raise \$100,000 this year.

Sponsoring the Walk provides a variety of benefits – both external publicity and internal team-building. You can give employees and their families a fun morning, involve them in a way to help local children in our communities, and spread your name as an adoption-friendly company. Roughly 1/3 of the American public has a direct connection to adoption in their families; when you count friends and neighbors, nearly 2/3 have a personal connection to adoption.

I've attached a copy of our *Walk for Adoption* Sponsorship opportunities. We'd be glad to customize a sponsorship package, if there are other benefits of interest.

Also attached is a copy of last year's Walk for Adoption poster – we'd love to include your logo as a sponsor on the 2012 publicity materials.

See some of the photos from last year's Walk for Adoption on our Facebook page at <http://www.facebook.com/media/set/?set=a.10150256956294468.369614.56674439467&type=3>.

Please let me know how I can help you join in the *Walk for Adoption* – building more families, more fans for both our organizations, and more fun for everyone.

Janice Halpern, PR & Fundraising
617-542-3678 x113 janiceh@MAREinc.org



MARE, 45 Franklin St., 5th Floor, Boston, MA 02110 617-54-ADOPT (617-542-3678)



Massachusetts
Adoption
Resource
Exchange, Inc.

45 Franklin St., 5th Fl
Boston, MA 02110
617-54-ADOPT
www.MAREinc.org

A Walk HOME

MARE's Walk for Adoption

Sunday, May 20, 2012

5-K Walk indoor/outdoor event at

Jordan's Furniture



450 Revolutionary Drive, E. Taunton, MA 02718, 9:00 am- 12:00 noon

Sponsors build adoptive families for children in foster care.

\$10,000 Official (Exclusive) Category Sponsor

1. **Recognition as Official and Exclusive Category (i.e. Bank, Insurance, Car Dealership) Sponsor**
2. Your **logo** on *A Walk Home* T-shirts, Banner, signs, posters, brochures
3. Your logo/link on *A Walk Home* websites (www.firstgiving.com/MARE; www.MAREinc.org home page), and 8 email blasts (to over 6,000 families, supporters, colleagues)
4. Right to use event for product sampling; Info table/tent onsite
5. Speaking opportunity for Official Sponsor at wrap-up party
6. Recognition plaque honoring Sponsorship to display in your place of business.
7. Press release featuring your support
8. Recognition in any & all publicity materials (PSAs, press releases, advertising, MARE News)
9. Your banners (up to 6) displayed at walk registration, wrap-up party, and along walk route
10. Walk team of up to 20 members

\$5,000 Community Builder or Breakfast or Lunch Sponsor

1. Your **logo** on T-shirts, banner, signs, posters, brochures
2. Your logo/link on *A Walk Home* websites (www.firstgiving.com/MARE; www.MAREinc.org home page), and 8 email blasts (to over 6,000 families, supporters, colleagues)
3. Right to use event for product sampling; Info table/tent onsite
4. Recognition plaque honoring Sponsorship to display in your place of business.
5. Additional signage for Breakfast/Lunch Sponsors ("Breakfast sponsored by XYZ Company")
6. Recognition in all publicity materials (PSAs, press releases, advertising, MARE News)
7. Your banners (up to 3) displayed at walk registration and wrap-up party site
8. Walk team of up to 15 members

\$2,500 Neighborhood Builder Sponsorship Benefits

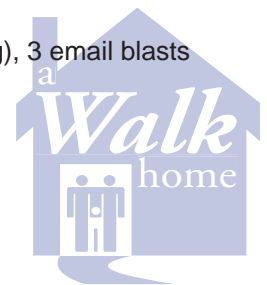
1. Your **logo** on banner, posters, brochures
2. Your logo/link on *A Walk Home* websites (www.firstgiving.com/MARE; www.MAREinc.org), 6 email blasts
3. Recognition in select publicity materials (PSAs, press releases, advertising, MARE News)
4. Recognition certificate honoring Sponsorship to display in your place of business.
5. Your banners (up to 2) displayed onsite
6. Walk team of up to 10 members

\$1,000 Roof Raiser Sponsorship Benefits

1. Your name on posters, brochures
2. Your name on *A Walk Home* websites (www.firstgiving.com/MARE; www.MAREinc.org), 3 email blasts
3. Recognition in select publicity materials (press releases, advertising, MARE News)
4. Your banner (1) displayed onsite
5. Walk team of up to 5 members

\$ 500 Door Opener Sponsorship Benefits

1. **Your** name on posters, brochures
2. Recognition in select publicity materials (press releases, MARE News)
3. Walk team of 2 members



Show your support for Adoptive Families!

Contact Janice Halpern 617-542-3678 x113 or janiceh@MAREinc.org. Sponsorships can be tailored.

Since 1957, MARE (the Massachusetts Adoption Resource Exchange) has been finding adoptive families for local children who are growing up in state foster care. So far, we've helped more than 5,750 children join loving families, but more need MARE's help every week. Your Sponsorship can help.



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Sunday, May 20, 2012

5-K Walk indoor/outdoor event at

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450 Revolutionary Drive, E. Taunton, MA 02718, 9:00 am- 12:00 noon

YES, We support Adoption for Children who need a permanent loving family!

Sponsorship Agreement

Deadline: 3/15/12 (for all benefits)

SPONSORSHIP LEVEL (Please check):

\$10,000 Official (Exclusive) Category Sponsor _____
(category, eg. banking)

\$5,000 Community Builder or Lunch Sponsor or Breakfast Sponsor

Neighborhood Builder Sponsor\$2,500

Roof Raiser Sponsor\$1,000

Door Opener Sponsor \$500

Sponsor Name (as you want it listed): _____

Is this a Matching Gift Company? (will company match donations by employees?) Yes No

Contact Person's Name & Title: _____

Address: _____

City _____ State _____ Zip _____

Phone: _____

Email: _____

Website: _____

Please make checks payable to **MARE** and mail with this form to:

Massachusetts Adoption Resource Exchange - MARE
Attn: A Walk Home - the MARE Walk for Adoption
45 Franklin St., 5th Floor, Boston, MA 02110.

Thank you! Your support may change a child's future!

MARE is a 501(c)3 tax-exempt charitable organization. Federal EIN: 04-2227431

Sponsor the walk and show your support for Adoption!

Contact Janice Halpern at 617-542-3678 x113 or janiceh@MAREinc.org for more info.



Walk for Adoption

REGISTER AT: WWW.FIRSTGIVING.COM/MARE

SUNDAY, MAY 20, 2012

Jordan's Furniture

450 Revolutionary Dr., E. Taunton, MA

9:00am – 12:00 noon

\$15/person; FREE/Children 12 & younger

5-K (or shorter) family walk

Entertainment, Pat the Patriot mascot,

spin art, face painting, prizes, raffles, refreshments & fun!

**Help a child in foster care find
a forever home**



to benefit

**Massachusetts Adoption
Resource Exchange - MARE**

MARE coordinates *Wednesday's Child* on WBZ-TV and
Sunday's Child in the Boston Globe

617-54-ADOPT

www.MAREinc.org



Your
sponsorship
logo here



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