



**SANKARA**  
EYE FOUNDATION

## Sponsorship Packet

**SEF iWalk 2021**

Walk/Run for Vision

### Two Events

April 11, 2021 & 30-Day Challenge (April 1-30)

SHOWCASE YOUR SUPPORT & MAKE A DIFFERENCE...

TOGETHER, WE CAN ERADICATE CURABLE BLINDNESS IN INDIA

**iWalk**  
Walk/Run for Vision

**April 11 WALK/RUN: 5K or 10K**

**30 DAY CHALLENGE: 50 mi or 100 mi**  
April 1-30, 2021

**WHERE : ANYPLACE OF YOUR CHOICE**  
- hiking trail, neighbourhood, park etc.

For Sponsorship Contact:  
Murali Krishnamurthy  
☎ 408 425-1268  
✉ murali@giftofvision.org

**11<sup>TH</sup> APR**  
SUNDAY

Register @ [www.giftofvision.org/events](http://www.giftofvision.org/events)

**SANKARA**  
EYE FOUNDATION

**A fundraiser goal is to register 3,000 runners**

**and raise funds for 3,000 eye surgeries**

### Contact:

**Murali Krishnamurthy**

Sankara Eye Foundation

Executive Chairman

408-425-1268

murali@giftofvision.org

## **About Sankara Eye Foundation (SEF)**

India has the largest population of the world's blind; with over 45 million visually impaired and 12 million of them totally blind. Each year, one million more people are added to these statistics and nearly 80% of them can easily be cured if only they can receive the treatment. Unfortunately, majority of these people lack the knowledge and/or the funds required for the procedures.

Today, SEF is the largest free eyecare provider in the world and to date has performed over 2.2 million free eye surgeries. SEF, USA raises funds to support eye care providers in India for free eye surgeries and construction of eye hospitals. For the last eight consecutive years, SEF, USA has received the highest 4-star rating from Charity Navigator for its financial health and commitment to accountability and transparency.

### **Why Sponsor a SEF Event?**

This fundraiser for free eye surgeries will be a great opportunity for your business to support a worthy cause as well as reach out to over 3,000+ attendees and over 200,000+ Indian households in the USA through the extensive publicity SEF will be doing in the several weeks leading up to this event day.

#### **Have your name associated with a quality successful event with high attendee satisfaction**

SEF consistently provides great quality events attended by the elite patrons like yours

#### **Boost your business with unsurpassed publicity**

Reach a huge local and national audience through Digital marketing, e-flyers, mailers, etc.

#### **Reach out to the target Indian\* audience on a personal level and increase your impact**

The total Indian population in the US is 6.5+ million which is 1.2% of the U.S. population. Through this event, we would like to reach Indian Community and the main steam patrons.

### **About the Event**

SEF has organized the WALK-A-THON for many years and attracted around 5,000 attendees each year. This year due to the COVID, SEF is unable to organize such in-person event. Our dedicated and passionate volunteers took the challenge to organize Virtual *iWalk*. SEF is expecting to attract 3,000 attendees and have a goal of raising fund to support 3,000 free eye surgeries. This event will facilitate our participants to walk/run at their convenience either by hiking, running or even when they are shopping. For this event, every step counts.

Please consider becoming a sponsor for this spectacular event and receive incomparable publicity for your organization and support a great cause.

<b>SPONSORSHIP LEVELS</b>				
<b>Description</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
	<b>\$5,000</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$500</b>
Complimentary Upgraded Registration with T-Shirt, Medal & Mask	10	5	3	2
Complimentary Registration without T-shirt, Medal & Mask	5	5	2	2
Your logo on the back of T-Shirts	X	X	X	X
Your name & message in the next SEF newsletter (50,000+ households all over US)	X			
Clickable logo on iWalk registration page on Racejoy website	X	X		
Clickable logo o SEF-iWalk Event webpage	X	X	X	
Your name on e-flyer (Reaching over 120,000 households in USA)	X	X	X	
Significant social media marketing campaign	X	X	X	
Shout out of your name on Digital Media where possible	3	2	1	1

**SEF iWalk 2021 Sponsorship Form**

*Note: All payments and Logos in pdf, jpeg or png format must be received by March 15<sup>th</sup>, 2021.*

Sponsor Name \_\_\_\_\_  
As you want to see in print

- Platinum Sponsor      \$ 5,000
- Gold Sponsor            \$2,000
- Silver Sponsor          \$1,000
- Bronze Sponsor         \$500

Enclosed \$ \_\_\_\_\_     Cash     Ck # \_\_\_\_\_

CC # \_\_\_\_\_    Exp. Date \_\_\_\_\_

Name (as it appears on the card) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_    State \_\_\_\_\_    Zip \_\_\_\_\_

Email \_\_\_\_\_    Cell # \_\_\_\_\_

Signature \_\_\_\_\_

*Your support is greatly appreciated. Thank you!*

**SEF Contact**

Name \_\_\_\_\_

Phone \_\_\_\_\_    Email \_\_\_\_\_

Notes \_\_\_\_\_