

## Clarke's Listening Walk at the Zoo

Saturday, June 17, 2017 at Southwick's Zoo, Mendon, MA

### Sponsor and Advertiser Opportunities

Children who are deaf or hard of hearing learn to listen and talk at Clarke Schools for Hearing and Speech. Many people don't even know that this is possible, so Clarke is working hard to spread the word that **children who are deaf or hard of hearing can listen and talk**. At Clarke's Listening Walk at the Zoo they can hear thrilling animal sounds, like the squeak of a bat or the honk of a flamingo.

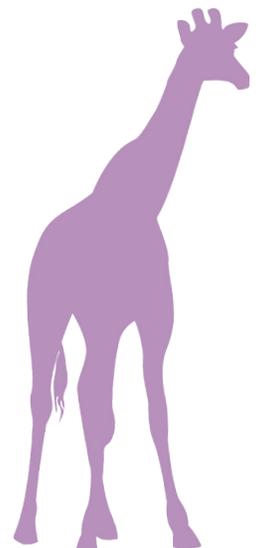
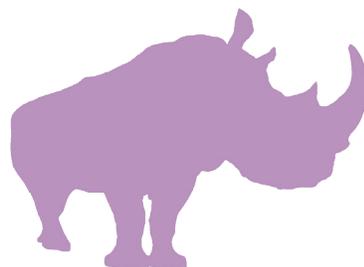
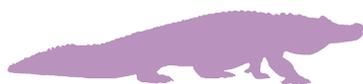
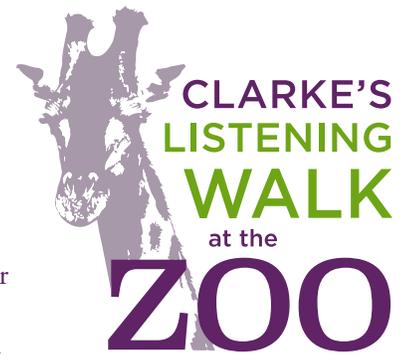
Last year, **over 900 people** attended Clarke's first ever Listening Walk in Philadelphia. Our inaugural event was a resounding success, and **we invite you to be a sponsor and part of the excitement this year**.

The children Clarke serves are deaf or hard of hearing, and use their cochlear implants or hearing aids and the skills they have learned at Clarke to listen and talk. During the Listening Walk, they visit Listening Stops throughout Southwick's Zoo and go on a scavenger hunt for sounds. Listening Walk attendees record their success at listening for these sounds in their Listening Walk Passports (4"x 5.5" booklets), the main keepsake for the event. The Listening Walk includes:

- Exciting animal and ambient sound Listening Stops
- Catered lunch
- Award ceremony for top team and individual fundraisers
- Event t-shirt
- Sponsor exhibits and booths
- Games and activities

There are a myriad of sponsorship levels and opportunities available for your company to support Clarke's Listening Walk at the Zoo. The Listening Walk is a chance to maximize exposure before hundreds of Clarke families and thousands of Zoo patrons at perhaps the most visible and beloved location in Massachusetts. As a sponsor, you will align your company with a school that is providing a unique and invaluable service for children who are deaf or hard of hearing.

During the short time that children are with us at Clarke, they receive highly-specialized instruction and therapy from skilled and dedicated teachers and therapists. Clarke prepares children with hearing loss to learn and grow alongside their peers with typical hearing when they enter their neighborhood schools. Your support of the Listening Walk at the Zoo will enable Clarke to continue to provide its essential services to children who are deaf or hard of hearing who will listen and talk.



## BENEFIT LEVELS

### for Corporate and Family Sponsorships



#### Gold Sponsor: \$15,000 (1 available)

Your sponsorship supports the overall event enabling children with hearing loss and their families to participate in a listening scavenger hunt throughout Southwick's Zoo. Your sponsorship will provide an event-specific t-shirt to all Listening Walk participants.

- Exclusive and prominent placement of corporate/family name or logo on event-specific t-shirt for all Listening Walk participants and volunteers
- Banner with corporate/family name or logo displayed at Clarke for one month during May 2017 (national Better Hearing and Speech Month)
- Banner ad in one issue of bimonthly e-newsletter, Clarke Connection (distribution: 11,000)
- Shared acknowledgement on two event-related press releases
- Corporate/family name or logo to be featured in annual magazine, Clarke Speaks (distribution: 13,000+)
- Public acknowledgement made by event emcee
- Full page ad on back cover of Listening Walk Passport (3.5" x 5" vertical, full color, ad quantities limited)
- Fifteen (15) tickets to Clarke's Listening Walk at the Zoo
- Fifteen (15) tickets to Clarke's Sponsor Reception
- Resource table on the field during the Listening Walk
- Recognition on invitation, event registration webpage and in any featured stories about the event
- Corporate/family name or logo displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

#### Silver Sponsor: \$10,000 (multiple available)

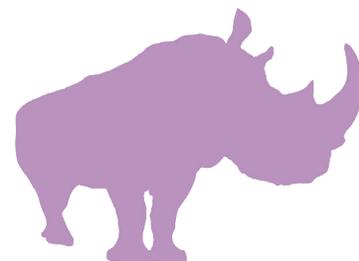
Your sponsorship supports the overall event enabling children with hearing loss and their families to participate in a listening scavenger hunt throughout Southwick's Zoo.

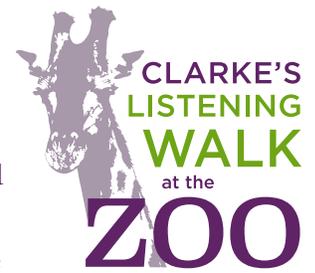
- Prominent placement of corporate/family name or logo on event-specific bags for all Listening Walk participants and volunteers
- Banner with corporate/family name or logo displayed at Clarke for one month during May 2017 (national Better Hearing and Speech month)
- Banner ad in one issue of bimonthly e-newsletter, Clarke Connection (distribution: 11,000)
- Corporate/family name or logo to be featured in annual magazine, Clarke Speaks (distribution: 13,000+)
- Public acknowledgement made by event emcee
- Full page ad on inside cover of Listening Walk Passport (3.5" x 5" vertical, full color, ad quantities limited)
- Ten (10) tickets to Clarke's Listening Walk at the Zoo
- Ten (10) tickets to Clarke's Sponsor Reception
- Resource table on the field during the Listening Walk
- Recognition on invitation and event registration webpage
- Corporate/family name or logo displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

#### Media Sponsor: \$10,000 (1 available)

Your sponsorship will position your news outlet as the sole designated media representative and supporter of Clarke's Listening Walk at the Zoo. Your sponsorship will ensure broad public awareness for Clarke and the Listening Walk.

- News outlet name and logo featured on all banners/posters and signage at the Listening Walk
- Prominent acknowledgement on all event-related press releases
- Full page ad in Listening Walk Passport (3.5" x 5" vertical, full color)
- Public acknowledgement made by event emcee
- Ten (10) tickets to Clarke's Listening Walk at the Zoo
- Ten (10) tickets to Clarke's Sponsor Reception
- Resource table on the field during the Listening Walk
- Recognition on Clarke website (with hyperlink) and on Facebook event page





### Public Awareness Sponsor: \$10,000 (1 available)

Your sponsorship will enable Clarke to publicize the Listening Walk and the benefits of Listening and Spoken Language (LSL) therapy and education for children who are deaf or hard of hearing. Your sponsorship will provide all attendees with a Listening Walk Wristband to wear at the event and afterward to raise awareness.

- Corporate/family name or logo featured on inside of Listening Walk Wristband
- Acknowledgement on two event-related press releases
- Full page ad in Listening Walk Passport (3.5" x 5" vertical, full color)
- Public acknowledgement made by event emcee
- Ten (10) tickets to Clarke's Listening Walk at the Zoo
- Ten (10) tickets to Clarke's Sponsor Reception
- Resource table on the field during the Listening Walk
- Recognition on event invitation, event registration page and in any featured stories about the event
- Corporate/family name or logo displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

### Bronze Sponsor: \$7,500 (multiple available)

Your sponsorship supports the overall event enabling children with hearing loss and their families to participate in a listening scavenger hunt throughout Southwick's Zoo.

- Corporate/family name or logo to be featured in annual magazine, Clarke Speaks (distribution: 13,000+)
- Public acknowledgement made by event emcee
- Full page ad in Listening Walk Passport (3.5" x 5" vertical, full color)
- Eight (8) tickets to Clarke's Listening Walk at the Zoo
- Eight (8) tickets to Clarke's Sponsor Reception
- Resource table on the field during the Listening Walk
- Recognition on invitation and event registration page
- Corporate/family name or logo displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

### Train Ride Sponsor: \$5,000 (1 available)

Your Sponsorship will enable all attendees with the chance to ride the Woodland Express. This train ride is 15 minutes long and will take attendees through the scenic North American exhibit—with spectacular views of the animals, including swans, turtles and ducks.

- Exclusive placement of corporate/family logo or name on event
- Exclusive logo placement on special ticket enabling Listening Walk participants to enjoy a ride on the train
- Corporate/family name and/or logo in Listening Walk Passport
- Six (6) tickets to Clarke's Listening Walk at the Zoo
- Six (6) tickets to Clarke's Sponsor Reception
- Corporate/family name displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

### Passport Sponsor: \$4,000 (1 available)

Your sponsorship will provide all participants with a printed, bound, high-quality, full-color Passport (4" x 5.5"); the children will use the Passport to navigate their way through the Listening Stops and it will be the main keepsake from the event. (Samples available for review upon request.)

- Exclusive placement of corporate/family name and/or logo on front cover of Listening Walk Passport
- Full page ad in Listening Walk Passport (3.5" x 5" vertical, full color)
- Four (4) tickets to Clarke's Listening Walk at the Zoo
- Four (4) tickets to Clarke's Sponsor Reception
- Corporate/family name displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

### Rainy Day Sponsor: \$4,000 (1 available)

Your sponsorship will enable participants to enjoy the event come rain or shine.

- Exclusive placement of corporate/family name or logo on Listening Walk umbrella to be given to all participants at registration in the event of rain, or at lunch if it is not raining
- Corporate/family name and/or logo in Listening Walk Passport
- Four (4) tickets to Clarke's Listening Walk at the Zoo
- Four (4) tickets to Clarke's Sponsor Reception
- Corporate/family name displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

### Ticket Sponsor: \$3,000 (1 available)

Your sponsorship will enable families to attend the event at a significantly discounted price thus making the event accessible to families from all socioeconomic backgrounds.

- Prominent placement of corporate/family name or logo on event-specific tickets for all Listening Walk participants and volunteers
- Corporate/family name and/or logo in Listening Walk Passport
- Four (4) tickets to Clarke's Listening Walk at the Zoo
- Four (4) tickets to Clarke's Sponsor Reception
- Corporate/family name displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

### Lunch Sponsor: \$2,500 (3 available)

Your sponsorship will provide a grilled buffet lunch to all Listening Walk participants.

- Exclusive placement of corporate/family name and/or logo on lunch signage
- Public acknowledgement made by event emcee during lunch
- Corporate/family name and/or logo in Listening Walk Passport
- Four (4) tickets to Clarke's Listening Walk at the Zoo
- Four (4) tickets to Clarke's Sponsor Reception
- Corporate/family name displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

### Games and Activities Sponsor: \$2,500 (1 available)

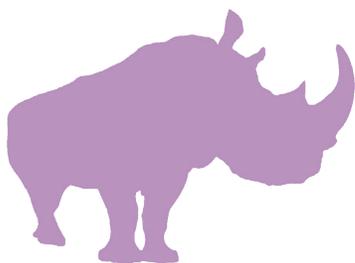
Your sponsorship will provide games and activities for children and families throughout the event. Games and activities may include face-painting, coloring station, tattoo station and photo booth. Tables will be placed prominently to ensure maximum exposure for Listening Walk attendees.

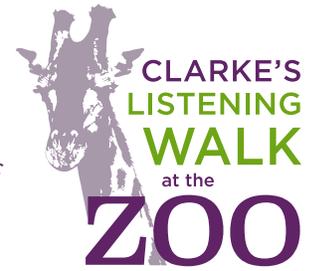
- Exclusive placement of corporate/family name and/or logo on games and activities signage
- Public acknowledgement made by event emcee
- Corporate/family name and/or logo in Listening Walk Passport
- Four (4) tickets to Clarke's Listening Walk at the Zoo
- Four (4) tickets to Clarke's Sponsor Reception
- Corporate/family name displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page

### Listening Stop Sponsor: \$1,500 (10 available)

Your sponsorship will support one Listening Stop at which children will listen to and learn about a distinct zoo animal and sound. *(Samples available for review upon request.)*

- Exclusive placement of corporate/family logo or name on signage at one Listening Stop
- Corporate/family name and/or logo in Listening Walk Passport
- Two (2) tickets to Clarke's Listening Walk at the Zoo
- Two (2) tickets to Clarke's Sponsor Reception
- Corporate/family name displayed on signage at registration
- Recognition on Clarke website (with hyperlink) and on Facebook event page





### Resource Table: \$800 (5 available)

*May be purchased in conjunction with sponsorship or separately*

Your support enables you to have a resource table on the field during the Listening Walk. Tables will be prominently placed to ensure maximum exposure to anticipated foot traffic of over 500 Listening Walk attendees and several thousand Zoo patrons.

- One 6' table and two chairs
- 1/2 page ad in Listening Walk Passport (3.5" x 2.4" horizontal, full color)
- Two (2) tickets to Clarke's Listening Walk at the Zoo (including lunch)

### Not-for-Profit Resource Table: \$400 (5 available)

*May be purchased in conjunction with sponsorship or separately*

Your support enables you to have a resource table on the field during the Listening Walk. Tables will be prominently placed to ensure maximum exposure to anticipated foot traffic of over 500 Listening Walk attendees and several thousand Zoo patrons.

*(Proof of not-for-profit status is required.)*

- One 6' table and two chairs
- 1/2 page ad in Listening Walk Passport (3.5" x 2.4" horizontal, full color)
- Two (2) tickets to Clarke's Listening Walk at the Zoo (including lunch)

### Advertiser: \$300

*May be purchased in conjunction with sponsorship or separately*

Your support enables you to have a 1/2 page ad in the Listening Walk Passport (3.5" x 2.4" horizontal, full color).

### Ticket Purchase:

\$25 Listening Walk Ticket (includes Listening Walk Passport, t-shirt and lunch)

### Note:

The cost of all tickets purchased after Sunday, May 27 will be increased by \$5 per ticket and late registrants are not guaranteed a team-specific t-shirt. Parking at the Zoo is free!

### About Clarke:

Clarke teaches children who are deaf or hard of hearing to listen and talk! Nearly 700 children receive services from Clarke in Massachusetts through our early intervention, preschool and mainstream programs.

As a 501(c)(3) organization, Clarke relies on contributions from individuals, corporations and foundations to cover the difference between the public funds received and the costs to provide our highly specialized services. We calculate this gap to be \$5,000 per child per year for children in our early intervention and preschool programs.

It is a new day for children who are deaf or hard of hearing! Clarke is dedicated to ensuring they have every opportunity to learn to listen and talk. Your contribution ensures no child or family is turned away based on their inability to pay for Clarke's services. Every child matters and every gift makes a difference. But don't take our word for it, watch our video to see parents, students and alumni talk about their experiences with Clarke!

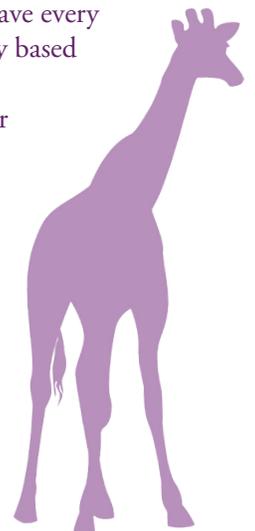
[clarkeschools.org/NewDay](http://clarkeschools.org/NewDay)

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Clarke Schools for Hearing and Speech, 1 Whitman Road, Canton, MA 02021

[clarkeschools.org/ListeningWalk](http://clarkeschools.org/ListeningWalk)

Jennifer Whelen, 781.821.3499, [jwhelen@clarkeschools.org](mailto:jwhelen@clarkeschools.org)

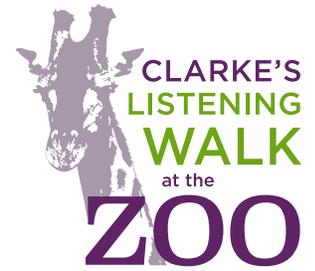


# Clarke's Listening Walk at the Zoo

Saturday, June 17, 2017 at Southwick's Zoo, Mendon, MA

## Sponsor and Advertiser Reservation Form

Thank you for your interest in supporting Clarke's Listening Walk at the Zoo. Sponsorship opportunities are available on a first-come, first-served basis. Please complete the form below including payment information. For more information or with questions, please contact Jennifer Whelen at 781.821.3499 or [jwhelen@clarkeschools.org](mailto:jwhelen@clarkeschools.org) or visit [clarkeschools.org/ListeningWalk](http://clarkeschools.org/ListeningWalk).



**\* Deadline for inclusion on pre-event promotional materials is April 1.  
Deadline for all other sponsorships is May 19.**

Please select desired sponsorship level. Resource tables, ads and tickets may also be purchased below.

| Item:                         | Fee:     | Quantity: | Amount:                     |
|-------------------------------|----------|-----------|-----------------------------|
| Gold Sponsor                  | \$15,000 | x _____ = | \$ _____ (1 available*)     |
| Silver Sponsor                | 10,000   | x _____ = | _____ (multiple available*) |
| Bronze Sponsor                | 7,500    | x _____ = | _____ (multiple available*) |
| Media Sponsor                 | 10,000   | x _____ = | _____ (1 available*)        |
| Public Awareness Sponsor      | 10,000   | x _____ = | _____ (1 available*)        |
| Train Ride Sponsor            | 5,000    | x _____ = | _____ (1 available)         |
| Passport Sponsor              | 4,000    | x _____ = | _____ (1 available)         |
| Rainy Day Sponsor             | 4,000    | x _____ = | _____ (1 available)         |
| Ticket Sponsor                | 3,000    | x _____ = | _____ (1 available*)        |
| Lunch Sponsor                 | 2,500    | x _____ = | _____ (3 available)         |
| Games and Activities Sponsor  | 2,500    | x _____ = | _____ (1 available)         |
| Listening Stop Sponsor        | 1,500    | x _____ = | _____ (10 available)        |
| Resource Table                | 800      | x _____ = | _____ (5 available)         |
| Not-for-Profit Resource Table | 400      | x _____ = | _____ (5 available)         |
| Ad in Listening Walk Passport | 300      | x _____ = | _____                       |

| Item:                 | Fee: | Quantity: | Amount:  |
|-----------------------|------|-----------|----------|
| Listening Walk Ticket | \$25 | x _____ = | \$ _____ |

**Total:** \$ \_\_\_\_\_

### Please Type or Print Clearly:

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Mailing Address

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

\_\_\_\_\_  
Phone Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Signature (required) Date

### Payment Options:

- Check Payable to: Clarke Schools for Hearing and Speech  
 Visa  MasterCard  Discover  American Express

\_\_\_\_\_  
Credit Card Number Expiration Date

\_\_\_\_\_  
Signature of Cardholder Security Code

Please submit this form by mail to:  
**Clarke Schools for Hearing and Speech**  
**Attn: Development**  
**1 Whitman Road**  
**Canton, MA 02021**  
[clarkeschools.org/ListeningWalk](http://clarkeschools.org/ListeningWalk)



**To become a sponsor, advertiser or to register a team, please contact Jennifer Whelen at 781.821.3499 or [jwhelen@clarkeschools.org](mailto:jwhelen@clarkeschools.org). Thank you!**