

MARKETING, SPONSORSHIP AND VENDOR OPPORTUNITIES



Step Out For Seniors

WALKATHON

Omaha, Nebraska

Friday, September 19, 2025



Benson Park
7028 Military Avenue
Omaha, NE 68104

Contact: Christina Ochoa
christina.ochoa@enoa.org
402-444-6513



STEP OUT FOR SENIORS WALKATHON



What will senior centers look like in the future? What if you had the opportunity to help shape the senior center that you, too, will benefit from when you reach your retirement years?

ENOA's Nutrition Division, responsible for many senior centers in the area, has teamed up with Omaha Parks and Recreation to host the *Step Out For Seniors Walkathon* on September 19, 2025. The funds raised by generous people like you will help modernize these centers, allowing them to offer a wider range of programs and services.

Your contribution has a dual impact—improving the lives of older adults while honoring those who have helped shape the community we know today. By supporting this initiative, you'll also gain the chance to connect with a broader local audience of older adults and their families, all while:

- Building pride in your business
- Increasing awareness of your company's social impact
- Strengthening your ties to the community
- Offering rewarding experiences for your employees
- Supporting programs designed to help older adults

Your financial and/or in-kind support will be recognized as we promote the event leading up to the Walkathon. As a sponsor, your company name or logo will be featured in press releases, event signage, program guides, and on event and organization websites.

Another exciting way to contribute to ENOA is by becoming a vendor at our *Lifestyles Expo*. This is an excellent opportunity for you to directly engage with a diverse group of individuals and promote your business. As a vendor, your name will be included in program guides and highlighted in the lead-up to the Walkathon.

Please review the attached sponsorship opportunities. Beyond making a financial or in-kind donation, we invite you to participate as a sponsor or participant. Your support will be promoted extensively across multiple media platforms and websites.

For more information or any questions, please reach out to Christina Ochoa at 402-444-6513 or christina.ochoa@enoa.org. Thank you for considering this meaningful opportunity.

Sincerely,

A handwritten signature in cursive script that reads "Patricia Bergman".

Trish Bergman
Executive Director, ENOA

SPONSORSHIP/VENDOR OPPORTUNITIES

VENDOR = for profit = \$50, non-profit = \$25 (\$110 value)

- ◆ **Company Name** on a limited number of publicity materials for the event
- ◆ **Company booth** at the Vendor Expo (8x8 space)
- ◆ 1 complimentary registration for the walkathon
- ◆ **Bring your own table**

RIBBON = \$100 (\$220 value)

- ◆ **Company name** on a limited number of publicity materials for the event
- ◆ **Company name** and logo on ENOA website and mentioned on Facebook page for the event
- ◆ Company booth at the Vendor Expo (8x8 space)
- ◆ 2 complimentary registrations for the walkathon
- ◆ **Bring your own table**

Tables are available for \$10 (Vendor or Ribbon Sponsor level)

BRONZE = \$250 (\$385 value)

- ◆ **Company Name** on limited number of publicity materials for the event
- ◆ **Company mention** in the event program guide and on the ENOA website and at the event
- ◆ **Quarter** page advertisement in the event program guide
- ◆ Four complimentary registrations for the walkathon
- ◆ **Company booth** at the Vendor Expo (8'x8' space) with table and chairs
- ◆ **Company name** listed on Event T-shirts (logo due by July 31, 2025)
- ◆ 1 event T-shirt

ENOA Senior Center Fun Facts:

Area centers provided to our aging population of **11,300** participants, **76,000** meals, over **2,200** Health Activities, over **12,702** Health Programs, and **210,000** hours of Social Activities in the 5 Counties (Cass, Douglas, Dodge, Washington, and Sarpy Counties) **last year!**

SILVER = \$500 (\$875 value)

- ◆ **Company Name** on a limited number of publicity materials for the event
- ◆ **Company mention** in the event program guide and on the ENOA website and at the event
- ◆ Half page advertisement in the event program guide
- ◆ 4 complimentary registrations for the walkathon
- ◆ **Company booth** at the Vendor Expo (8'x8' space) with table and chairs
- ◆ **Company name** listed on Event T-shirts (logo due by July 31st, 2025)
- ◆ **Company name** listed in November New Horizons (+8,000 readers)
- ◆ **Company logo** listed on Senior Center Menus for one month
- ◆ **Company Logo** listed on table tents at Senior Centers for one month
- ◆ **Company name** listed on event T-shirts (logo due by July 31, 2025)
- ◆ Two (2) event T-shirts

What does your Sponsorship pay for? Our 19 Senior Centers request **Walkathon Grants** to assist with many things. Music Man Bingo, Special Dinners, Entertainment Events, **Bingo Prizes**, Equipment, and **much more!**

GOLD = \$750 (\$1,320 value)

- ◆ **Company Name** on a limited number of publicity materials for the event
- ◆ **Company mention** in the event program guide and on the ENOA website and at the event
- ◆ Half page advertisement in the event program guide
- ◆ Featured as a **Gold** Sponsor on print ads and publications
- ◆ 4 complimentary registrations for the walkathon
- ◆ 4 sponsored-donated registration fees for the walkathon-to be given to a senior with financial needs
- ◆ **Company booth** at the Vendor Expo (8'x8' space) with table and chairs
- ◆ **Company Logo** listed on event T-shirts (logo due by July 31, 2025)
- ◆ **Company Logo** in November New Horizons (+8,000 readers)
- ◆ **Company Logo** listed on Senior Center menus quarterly (4 months)
- ◆ **Company Logo** listed on table tents at Senior Centers quarterly (4 months)
- ◆ **Company logo** listed on event T-shirts
- ◆ Two (2) event T-shirts

SPONSORSHIP/VENDOR OPPORTUNITIES (CONT.)

PLATINUM = \$1,000 (\$2,125 value)

- ◆ **Company Name** on a limited number of publicity materials for the event
- ◆ **Company mention** in the event program guide and on the ENOA website and at the event
- ◆ **Full page** advertisement in the event program guide
- ◆ Featured as a **Platinum Sponsor** in the print ads and publications
- ◆ Marketing 4x5 company advertisement in the **New Horizons** newspaper for 1 month (+8,000 readers)
- ◆ **Four (4)** complimentary registrations for the walkathon
- ◆ **TEN (10) sponsored-donated** registration fees for the walkathon-to be given to a senior with financial needs
- ◆ **Company booth** at the Vendor Expo (8'x8' space) with table and chairs
- ◆ **Company Logo** listed on event T-shirts (logo due by July 31, 2025)
- ◆ **Company Logo** in November New Horizons
- ◆ **Company Logo** listed on Senior Center menus Bi-Monthly (6 months)
- ◆ **Company Logo** on table tents at Senior Centers Bi-Monthly (6 months)
- ◆ **Company Logo** listed on event T-shirts (minimum 2"x4" image size)
- ◆ Four (4) event T-shirts

DOUBLE PLATINUM = \$1,500 (\$2,895 value)

- ◆ **Company Name** on a limited number of publicity materials for the event
- ◆ **Company mention** in the event program guide and on the ENOA website and at the event
- ◆ **Full page** advertisement in the event program guide
- ◆ Featured as a **Double Platinum Sponsor** in print ads and publications
- ◆ Marketing 4x5 company advertisement in the **New Horizons** newspaper for 3 months (+8,000 readers)
- ◆ **Four (4)** complimentary registrations for the walkathon
- ◆ **TEN (10) sponsored-donated** registration fees for the walkathon-to be given to a senior with financial needs
- ◆ **Company booth** at the Vendor Expo (8'x8' space) with table and chairs
- ◆ **Company Logo** listed on event T-shirts (logo due by July 31, 2025)
- ◆ **Company Logo** in November New Horizons
- ◆ **Company Logo** listed on Senior Center Menus monthly for a year
- ◆ **Company Logo** on table tents at the Senior Centers Bi-Monthly (6 month)
- ◆ **Company Logo** listed on event T-shirts (minimum 2"x4" image size)
- ◆ Four (4) event T-shirts

SEPARATE T-SHIRT SPONSORSHIP (Additional or Separate)

T-SHIRT SPONSOR = \$50 (\$100 value)

- ◆ **Company Name** listed on event T-shirts (logo due by July 31, 2025)

BRONZE T-SHIRT SPONSOR = \$100 (\$215 value)

- ◆ **Company logo** listed on event T-shirts (minimum 2"x2" image size)
- ◆ 1 event T-shirt

SILVER T-SHIRT SPONSOR = \$200 (\$430 value)

- ◆ **Company logo** listed on event T-shirts (minimum 2"x4" image size)
- ◆ 2 event T-shirts

HONORARY SPONSOR/SPONSOR A SENIOR = \$5 (\$10 value)

- ◆ One sponsored registration fee for the walkathon-to be given to a senior with financial needs
- ◆ Registration for Step Out for Seniors walkathon
- ◆ Lunch & Farmer's Market
- ◆ Raffle Basket Event (tickets will be sold at the event \$1 each or 6/\$5)
- ◆ Vendor Fair - 20-30 Senior Lifestyle Expo
- ◆ Activities throughout the event
- ◆ **May Sponsor as many as you choose!**

Additional T-Shirts to Purchase = \$15 each

- ◆ **Pre-Order Only** (Not sold day of event)

Marketing Opportunities		Value	Marketing Exposure	Vendor	Ribbon	Bronze	Silver	Gold	Platinum	Platinum	Double
EVENT Marketing	Company Name listed limited number of publicity materials for the event	\$50	Average 100 + Walkers								
	Quart page advertisement in the event program guide	\$50									
	Half page advertisement in the event program guide	\$75	Average 150 + Attendees								
	Full page advertisement in the event program guide	\$150									
	Company/Group booth at the Vendor Expo (8'x8' space)	\$50									
	Complimentary registration for the walkathon	\$10	69,000 Site Visits Annually								
	Table Rental (if needed) with 2 chairs	\$10									
Company name and logo on ENOA website and mentioned on Facebook pages for the event	\$100										
Horizons	New	Company Logo in New Horizons with the Walkathon Article	\$50	8,000+ Monthly Readers							
		4x5 Advertisement in the New Horizons for 1 Month	\$170								
	4x5 Advertisement in the New Horizons for 3 Month	\$465	24,000+ Issues								
Menu Marketing	Senior Center	Company Logo Listed on Senior Center Menus for one Month	\$100	1600 Participants- Menus Monthly							
		Company Logo Listed on Menus Quarterly	\$400								
		Company Logo Listed on Menus Bi-Monthly	\$600								
		Company Logo Listed on Menus Full Year	\$1,000								
Marketing	Senior Center	Company Logo Listed on Table Tents at Senior Centers for One Month	\$200	6500 Participant Meals Monthly							
		Company Logo Listed on Table Tents at Senior Centers Quarterly (4 Months - 11,000 Meals)	\$200								
		Company Logo Listed on Table Tents at Senior Centers Bi-Monthly (6 Months - 16,500 meals)	\$300								
Marketing	T-Shirt	Company Name listed on Event T-Shirts	\$50	Est. 50—100 T-shirts (New Opportunity - 1st Year)							
		Company Logo listed on Event T-Shirts 2"x2"	\$100								
		Company Logo listed on Event T-Shirts 2"x4"	\$200								



Shoes indicate Items and included package



SPONSORSHIP COMMITMENT FORM

PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

- Double Platinum Sponsor = \$1,500
- Platinum Sponsor = \$1,000
- Gold Sponsor = \$750
- Silver Sponsor = \$500
- Bronze Sponsor = \$250
- Ribbon Sponsor = \$100, added table rental \$10_____ no table \$0_____
- Vendor = \$50-for profit, \$25-non profit,
added table rental \$10_____ no table \$0_____
- Food and / or Beverage Sponsor
(I will provide: _____)

- T-Shirt Sponsor = \$50
- Bronze T-Shirt Sponsor = \$100
- Silver T-Shirt Sponsor = \$200
- Honorary Sponsor/Sponsor a Senior = \$5
- Volunteer Sponsor

Email: _____

Cell: _____

Requested Duties: _____

- T-Shirt Additional (Please indicate size(s) needed below:
_____SM _____MED _____LRG _____XL \$15 Each (if not in package)
(Additional Sizes upon request are additional \$3)

INFORMATION:

Name: _____ Company: _____

Address: _____ City: _____ State: _____

Phone: (____) _____ Fax: (____) _____

Email: _____

Card Number: _____ CVV: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

Mail to: ENOA Attn. Walkathon, 4780 South 131st St. Omaha, NE 68137

Fax to: 402-444-6513 Email to: christina.ochoa@enoa.org

PAYMENT INFORMATION: (checks payable to ENOA)

- Our payment is enclosed
- Our check will follow
- We will pay by credit card:
- MasterCard Visa Discover

Sponsorship Total \$ _____

Table Fee (if needed) \$ _____

Additional T-Shirt Order \$ _____

Total Included \$ _____

IN ADDITION TO OUR SPONSORSHIP, WE WOULD LIKE TO SUPPORT THE EVENT TO FOLLOWING WAYS:

- Our company / group will have _____ individuals who will participate in the walkathon



STEP OUT FOR SENIORS WALKATHON

Omaha, Nebraska

In consideration for participating in the Step Out For Seniors Walkathon Lifestyle Exposition, I hereby waive, release, and discharge any and all claims for damages for personal injury, death, or property damage which I may have, or which may hereafter accrue to me, as a result of participation in the Step Out For Seniors Lifestyle Exposition. This release is intended to discharge in advance the Eastern Nebraska Office on Aging (ENOA), ENOA Nutrition Division, and the City of Omaha Parks and Recreation Department (their officers, employees, and agents) from any and all liability arising out of or connected in any way with my participation, even though that liability may arise out of negligence or carelessness on the part of the persons or entities mentioned above.

It is further agreed that this waiver, release and assumption of risk is to be binding on my heirs and assigns. I agree to indemnify and to hold the above persons or entities free and harmless from any loss, liability, damage, cost, or expense which they may incur as the result of my death or any injury or property damage that I may sustain while participating in said activity. I understand that the application and equipment fees are non-refundable even if the Step Out For Seniors Walkathon and Lifestyle Exposition is canceled. I also understand this is an outdoor event and ENOA, ENOA Nutrition Division, and the City of Omaha Parks and Recreation Department will not accept any responsibility for goods or equipment damaged due to inclement weather. I grant full permission to ENOA, ENOA Nutrition Division, and the City of Omaha Parks and Recreation Department to use any photographs that may contain my likeness, my employees' likenesses, or my booth space or activity.

Authorized Signature of Vendor

Date

Printed Name

Corporate / Company Name (Printed)