

MARKETING, SPONSORSHIP AND VENDOR OPPORTUNITIES



Step Out For Seniors

WALKATHON

Omaha, Nebraska

Friday, September 18, 2026



Benson Park

7028 Military Avenue

Omaha, NE 68104

Contact: Christina Ochoa

christina.ochoa@enoa.org

402-444-6513

Ask yourself: What will the senior centers of the future look like?

What if you have the privilege to help create the senior center now that you will attend when you are enjoying your Golden Years?

ENOA's Nutrition Division, the division responsible for the many senior centers in the area, is partnering with Omaha Parks and Recreation to bring a Step Out For Seniors Walkathon on September 18, 2026. The funds raised from people such as yourself will help update the senior centers to make them more modern and able to provide a wider array of programming.

Your generosity will be a two-fold benefit as it also gives to those who have shaped the community you serve today. When you answer this call for support, you can also take advantage of the opportunity to reach a larger, local market of older adults and their family members while you:

- ◆ Foster pride in your business
- ◆ Heighten awareness of your company's social impact
- ◆ Strengthen your connection to the local community
- ◆ Create personally rewarding employee experiences
- ◆ Help with programs for the community's older population

Your financial and/or in-kind support of this meaningful mission will be broadly publicized in the time leading up to the walkathon. As a sponsor, your product or service will also be publicized—with your logo or company name in press releases, in program guides, displayed on day of event signage, and listed in event and organization websites.

Another opportunity to support ENOA is through being a vendor at our Lifestyles expo. This will give you one on one time with a wide array of individuals to promote your business. As a vendor your name will be displayed on program guides and will be publicized in the time leading up to the walkathon.

Please review the attached list of sponsorship opportunities. In addition to your financial or in-kind contribution, we invite you to participate as a corporation or participant. As a sponsor, you will be promoted extensively by multiple media outlets and websites. Please contact Christina Ochoa at 402-444-6513 or christina.ochoa@enoa.org with any questions. Thank you for your consideration.

Sincerely,



Trish Bergman
Executive Director, ENOA

P.S. We look forward to having you stop by for a coffee and discuss the latest events at one of our centers so you can get an idea of what we are about!

SPONSORSHIP/VENDOR OPPORTUNITIES

COMMUNITY SPONSOR = for profit = \$100, non-profit = \$50 (\$150 value)

- ◆ **Company Name** on a limited number of publicity materials for the event
- ◆ **Company booth** at the Vendor Expo (8x8 space) **Table Provided**
- ◆ 1 complimentary registration for the walkathon
- ◆ **\$5 Off all event t-shirts purchased**
- ◆ Company Name listed in Newsletter Marketing

RIBBON SPONSOR = \$200 (\$325 value)

- All COMMUNITY SPONSOR benefits PLUS

- ◆ **Company name** and logo on ENOA website and mentioned on Facebook page for the event
- ◆ 2 complimentary registrations for the walkathon
- ◆ **"Provides funds for 1-2 Senior Program Activities"**

BRONZE SPONSOR = \$300 (\$460 value) - All RIBBON Level Sponsorship PLUS

- ◆ **Quarter** page advertisement in the event program guide
- ◆ Four complimentary registrations for the walkathon
- ◆ **Company name** listed on Event T-shirts (logo due by July 31, 2026)
- ◆ 1 event T-shirt provided
- ◆ **"Provides funds for supplies for 1-2 Senior Centers Holiday Partys"**

SILVER SPONSOR = \$750 (\$1100 value) - All BRONZE Level Sponsorship PLUS

- ◆ Half page advertisement in the event program guide
- ◆ 4 complimentary registrations for the walkathon
- ◆ **Company name** listed in November New Horizons (+8,000 readers)
- ◆ **Company logo** listed on Senior Center Menus for 6 Months
- ◆ Two (2) event T-shirts Provided

"Provides Extra Special Treats for 3-5 Senior Centers"

GOLD SPONSOR = \$1000(\$1,320 value) - All SILVER Level Sponsorship PLUS

- ◆ 4 sponsored-donated registration fees for a senior with financial needs
- ◆ **Company Logo** listed on event T-shirts (logo due by July 31, 2026)
- ◆ **Company Logo** in November New Horizons (+8,000 readers)
- ◆ **Company Logo** listed on table tents at Senior Centers for 6 Months
- ◆ **Company logo** listed on event T-shirts
- ◆ **"Provides funding for 8 Musical Bingo Sessions"**

Additional Tables are available for \$25

PLATINUM SPONSOR = \$1,500(\$2,525 value) - ALL GOLD Level Sponsorship PLUS

- ◆ **Full page** advertisement in the event program guide
- ◆ 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 a senior with financial needs
- ◆ **Company Logo** listed on event T-shirts (minimum 2"x4" image size)
- ◆ Four (4) event T-shirts
- ◆ **"Provides funds for Christmas Presents for 10 Senior Centers"**

DOUBLE PLATINUM SPONSOR = \$2,500 (\$4,000 value)

- ALL PLATINUM Level Sponsorship PLUS

- ◆ **Company booth** at the Vendor Expo (8'x 16' space) with 2 table and 4 chairs
- ◆ **Company Logo** listed on event T-shirts (minimum 2"x4" image size)
- ◆ Four (4) event T-shirts
- ◆ **Company logo** listed on Senior Center Menus all year
- ◆ Company logo listed on Senior Center Table Tents all year
- ◆ **"Provides funding to provide 16 Musical Bingo Events"**

CROWN JEWEL SPONSOR = \$5000+ ALL Double PLATINUM LEVEL SPONSORSHIP PLUS

- ◆ Largest Logo on all promotional materials
- ◆ Speaking opportunity at the Walk
- ◆ Featured Recognition in Program and Annual Report
- ◆ **"Provides Funding for 30 additional Senior Center special programs."**

Sponsors Like to have Promotional Material in our Participants Swag Bags?

We will have Swag Bags for the first 200 Registered Participants.

T-SHIRT SPONSOR = \$100 (\$150 value)

- ◆ **Company Name** listed on event T-shirts (logo due by July 31, 2026)
- ◆ 1 Event T-Shirt

HONORARY SPONSOR/SPONSOR A SENIOR = \$5 (\$15 value)

- ◆ One sponsored registration fee for the walkathon-to be given to a senior with financial needs



STEP OUT FOR SENIORS WALKATHON



SPONSORSHIP COMMITMENT FORM

PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

- ☐ Double Platinum Sponsor = \$2,500
- ☐ Platinum Sponsor = \$1,500
- ☐ Gold Sponsor = \$1,000
- ☐ Silver Sponsor = \$750
- ☐ Bronze Sponsor = \$300
- ☐ Ribbon Sponsor = \$200
- ☐ Community Sponsorship = \$100-for profit, \$50-non profit
- ☐ Food and / or Beverage Sponsor (I will provide: _____)

(We plan minimum 250 attendees)

INFORMATION:

Name: _____ Company: _____

Address: _____ City: _____ State: _____

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

Email: _____

Card Number: _____ CVV: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

☐ Crown Jewel Sponsorship = \$5,000+ _____

☐ T-Shirt Sponsor = \$100

☐ Honorary Sponsor/Sponsor a Senior = \$5

☐ Volunteer Sponsor

Email: _____

Cell: _____

Requested Duties: _____

☐ T-Shirt Package Provided _____ SM _____ MED _____ LRG _____ XL

☐ T-Shirt Additional (\$15.00) _____ SM _____ MED _____ LRG _____ XL

(Additional Sizes upon request are additional \$3)

PAYMENT INFORMATION: *(checks payable to ENOA)*

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

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

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)