



2024 WHITE CANE WALK SPONSORSHIP



It's like a big portion of the world has been restored to me. I didn't realize how much my awareness had been limited by the constant need to focus on obstacles until I had a white cane to do that for me. Now I can take in so much more of everything around me.

-CSC Client



Please contact Leah Trznadel, Development Associate with any questions: 216-658-4561 or ltrznadel@clevelandsightcenter.org.

For more information
contact us at:

(216) 791-8118
info@clevelandsightcenter.org
clevelandsightcenter.org

University Circle
1909 East 101st Street
Cleveland, OH 44106

About Cleveland Sight Center

Since 1906, Cleveland Sight Center has been a pillar of the Northeast Ohio community. We recognize that we live in a visually-oriented world where so much of daily life is built on the premise that everyone has clear vision. And when vision changes, it can become difficult to navigate everyday life. That's when Cleveland Sight Center steps in. We believe that the quality of one's sight should not determine the quality of one's life.

Our specialized staff are dedicated to helping people of all ages with vision loss live the life they want by providing the proper tools and support they need to achieve their goals.

About White Cane Walk:

White Cane Walk is a celebration of the many ways individuals navigate the visual world. The event features a one-mile walk around Wade Lagoon in University Circle with festivities to follow including family-friendly fun, music, food and more.

White Cane Walk also incorporates interactive activities where attendees can learn more about Cleveland Sight Center and how our programs and services help individuals confidently live in a world designed for those with sight.

Date: June 1, 2024

Time: 10 a.m.-1 p.m.

Expected Attendance: 400

Location: Cleveland Sight Center

**1909 East 101st St.
Cleveland, OH 44106**



A Message From the CEO, Larry Benders



A handwritten signature of Larry Benders in black ink.

For 19 years, White Cane Walk has been a signature fundraising event for Cleveland Sight Center. With an expected attendance of 400 people this year, community members of all ages will join us in celebrating our mission of providing the support and tools needed to navigate the visual world.

As part of our mission, we continue to advocate for increased accessibility for individuals who are visually impaired. With your support, we can work together to build a more accessible community. We are excited to invite you to be part of White Cane Walk through the following sponsorship opportunities that will illustrate your company's commitment to inclusion for everyone. Thank you for your generosity and belief in Cleveland Sight Center's mission.

Sponsorship Opportunities

Presenter | \$15,000 (1 available)

Marketing

- Presenting Sponsor rights at event
- Inclusion on pre-event signage on Chester Avenue reaching high traffic
- Opportunity to provide remarks during event
- Recognition on event press releases
- Coupon/promotional distribution to event participants
- Dedicated space to carry out activities/promotion at event
- Opportunity to place advertisement on event website
- Recognition in event invites (March 1 deadline)
- Recognition in e-newsletters
- Listing on event participant t-shirt
- Listing on event website
- Inclusion in on-site event signage

Accessibility

- Website accessibility demonstration
- Digital accessibility education
- Educational presentation and/or Blindness Basics training for employees

Partner | \$7,000

Marketing

- Coupon/promotional distribution to event participants
- Dedicated space to carry out activities/promotion to event
- Opportunity to place advertisement on event website
- Recognition in event invites (March 1 deadline)
- Recognition in e-newsletters
- Listing on event participant t-shirt
- Listing on event website
- Inclusion in on-site event signage

Accessibility

- Website accessibility demonstration
- Digital accessibility education
- Educational presentation and/or Blindness Basics training for employees

Sponsorship Opportunities Cont.

Advocate | \$3,000

Marketing

- Opportunity to place advertisement on event website
- Recognition in event invites (March 1 deadline)
- Recognition in e-newsletters
- Listing on event participant t-shirt
- Listing on event website
- Inclusion in on-site event signage

Accessibility

- Digital accessibility education
- Educational presentation and/or Blindness Basics training for employees

Supporter | \$1,500

Marketing

- Recognition in e-newsletters
- Listing on event participant t-shirt
- Listing on event website
- Inclusion in on-site event signage

Accessibility

- Educational presentation and/or Blindness Basics training for employees



Interested in other sponsorship opportunities that fit your needs?

- Custom Packages
- Lower Level Sponsorships
- Underwriting Sponsorships
- Discounts for Non-profits
- And more!

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SPONSORSHIP FORM



2024 White Cane Walk Sponsorship
Thank you in advance for your support!

Sponsorship Level:

- Presenter: \$15,000
- Partner: \$7,000
- Advocate: \$3,000
- Supporter: \$1,500
- Other: _____

Contact Information:

Contact Name _____
Company (as you want it to be listed) _____
Address _____
City/State/Zip _____
Phone _____ Email _____

Payment:

Check: A check made out to "Cleveland Sight Center" is enclosed for:
Amount of \$ _____ Check # _____

Invoice

Please send an invoice to the attention of _____
to the following email or address (if different from above): _____

Submit completed sponsorship form, form of payment and company logo (if applicable) to:

Cleveland Sight Center OR ltrznadel@clevelandsightcenter.org
Attn: Leah Trznadel
1909 East 101st
Cleveland, OH 44106

**Please send all logos in jpg, eps or png format.*

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