



P.O. Box 1482  
Mechanicsburg, PA 17055  
A 501c3 Non-Profit Organization  
717.697.5511  
[www.peytonwalker.org](http://www.peytonwalker.org)

To Our Corporate and Community Partners,

It may be hard to believe, but the contents of a plastic bag became the catalyst for saving the lives of teenagers in South Central Pennsylvania. A hospital staff member handed this bag to the Walker family in November of 2013 when their 19-year-old daughter suddenly & unexpectedly passed away at the tender age of 19.

Inside this simple bag ... the shirt Peyton Walker was wearing when Sudden Cardiac Arrest (SCA) stole her life. Emblazoned on her shirt ... a quote ... and **MESSAGE** to her stricken family:

***What we do for ourselves dies with us.  
What we do for others and the world remains and is immortal.*** Albert Pines

Peyton called us into action. We have learned that SCA is the **#1 killer** of active teenagers in the United States. **Every three days**, we lose a student to SCA in the US. At greatest risk are student athletes. A routine heart screening is **not** part of a sports physical, and many heart issues can be detected through a simple electrocardiogram (ECG/EKG).

Please help the Peyton Walker Foundation (PWF) save kids in our community by contributing to the success of our major fundraising event, ***"The Beat Goes On - Under the Stars."*** This elegant, yet casual, affair will be held on the evening of August 18, 2017 at Historic Acres of Hershey. Some 250 guests will again unite in friendship at this breathtakingly beautiful venue to enjoy an amazing array of food from local restaurants and caterers, a wide range of drinks to sample and sip, unique silent auction items and fantastic music that will together satisfy even the most discriminating tastes.

But most importantly, your generous, **tax-deductible investment** will support our mission to:

- fund **FREE** Heart Screening Clinics for students in South Central PA
- provide lifesaving Automated External Defibrillators (AEDs) within our local community
- underwrite **FREE** certified CPR/AED Training classes throughout the region

We promise to honor your generosity with numerous branding and exposure opportunities during ***"The Beat Goes On - Under the Stars"***. Details and the benefits of sponsorship are attached for your consideration.

The Peyton Walker Foundation (PWF) grew out of the pain of losing a child to SCA, motivating Peyton's family and friends to work tirelessly to ensure that "the beat will go on" for other young people with undetected heart issues, saving other families from heartache.

**But YOU are an important part of this journey.** Please join us in our quest to **CHECK HEARTS, PROTECT HEARTS, AND SAVE LIVES.**

With Heartfelt Appreciation,

*Linda Schneider*

Foundation Coordinator

*Julie B. Walker*

Foundation Director and Peyton's Mom



## Summary of Achievements & Programs

### Heart Screenings

The Foundation has held multiple **FREE Heart Screening Clinics** for students ages 12-19 in the Central PA area with the following results:

- Nearly 800 students have been screened
- Significant findings in students at each screening – all previously undiagnosed issues
- At least 1 student had surgery to correct a heart issue that was diagnosed at our screening
- Additional students being followed for potential heart issues

### CPR & AED Training

The Foundation provides **FREE** CPR/AED (Automated External Defibrillator) certification training classes:

- Nearly 60 attendees from the region have been certified through The Peyton Walker Foundation's classes
- Two additional **FREE** CPR/AED certification training classes are planned for 2017

The Peyton Walker Foundation also provides AED & CPR training to every student who attends our Heart Screenings. Students and their families have the chance to perform hands-on CPR, and also gain a better understanding of what an AED is and how to use it.

### AED Equipment and Supplies

The Foundation has donated AEDs to:

- Schools
- Athletic Organizations
- Youth Leagues
- Local Police Departments
- Nonprofit agencies

We have also donated funds to cover the cost of purchasing new supplies for AED equipment at a local school.

### Summary

The Foundation has worked tirelessly to honor its mission - **Increasing awareness and survival rates for sudden cardiac arrest incidents through education, screenings and training.** Our work will continue through 2017 and beyond.

*Checking hearts — protecting hearts — saving lives*



## Event Investor & Sponsor Opportunities

### **PLATINUM EVENT INVESTOR: \$15,000**

- Company logo featured on event invitation (**Deadline: June 1<sup>st</sup>**)
- Company logo on event marketing materials and e-mails
- Company logo on all press releases
- Company logo on foundation website and event page
- Company logo on all “TapSnap” event photos and photos posted to social media
- Company logo on event’s digital signage
- Verbal recognition during event program, with opportunity to make remarks
- 8 single admissions to event
- Reserved table at event—table will include Company logo

### **GALAXY INVESTOR: \$10,000**

- Company logo included on event invitation (**Deadline: June 1<sup>st</sup>**)
- Company logo on event marketing materials and e-mails
- Company logo on foundation website and event page
- Company logo displayed with elegant event-themed ice sculpture
- Company logo on event’s digital signage
- Verbal recognition during event program
- 8 single admissions to event
- Reserved table at event—table will include Company logo

### **CELESTIAL INVESTOR: \$5,000**

- Company logo listed as mobile software sponsor (auction software)
- Company logo on event marketing materials and e-mails
- Company logo on foundation website and event page
- Company logo on event’s digital signage
- Verbal recognition during event program
- Company logo on signage at Silent Auction desk listed as sponsor of mobile software
- 6 single admissions to event

### **STARGAZING SPONSOR: \$3,750**

- Company logo imprinted alongside The Peyton Walker Foundation logo on event Swag Bags
- Company logo on event marketing materials and e-mails
- Company logo on foundation website and event page
- Company logo on event’s digital signage
- Company logo on signage at swag bag distribution area
- 4 single admissions to event

### **STELLAR COCKTAIL RECEPTION SPONSOR: \$2,500**

- Company logo on cocktail napkins to be given to guests with signature cocktail beverage
- Company logo on event marketing materials and e-mails
- Company logo on foundation website and event page
- Company logo on event's digital signage
- Company logo on signage at Signature Cocktail Station
- 4 single admissions to event

### **SHOOTING STAR NIGHTCAP SPONSOR: \$2,500**

- Company logo on cocktail napkins to be given to guests with nightcap beverage
- Company logo on event marketing materials and e-mails
- Company logo on foundation website and event page
- Company logo on event's digital signage
- Company logo on signage where Nightcaps will be served
- 4 single admissions to event

### **COSMOS SPONSOR: \$1,500**

- Company logo on event marketing materials and e-mails
- Company logo on foundation website and event page
- Company logo on event's digital signage
- 2 single admissions to event

### **CREATE YOUR OWN INVESTOR OR SPONSOR PACKAGE**

Can't find the perfect package to meet your business needs? Please contact Linda Schneider, Foundation Coordinator, to discuss creating your own investor or sponsor package. We'll gladly work with you to deliver the benefits that would be most valuable and most important to you and your business.

**Please direct inquiries to:**

Linda Schneider  
Foundation Coordinator  
Phone: 717-697-5511  
Email: [linda@peytonwalker.org](mailto:linda@peytonwalker.org)



## Event Investor & Sponsor Commitment Form

We would like to be a Sponsor for *The Beat Goes On - Under the Stars* at the following level:

- |   |          |
|---|----------|
| <input type="checkbox"/> Platinum Event Investor            | \$15,000 |
| <input type="checkbox"/> Galaxy Investor                    | \$10,000 |
| <input type="checkbox"/> Celestial Star Investor            | \$5,000  |
| <input type="checkbox"/> Stargazing Sponsor                 | \$3,750  |
| <input type="checkbox"/> Stellar Cocktail Reception Sponsor | \$2,500  |
| <input type="checkbox"/> Shooting Star Nightcap Sponsor     | \$2,500  |
| <input type="checkbox"/> Cosmos Sponsor                     | \$1,500  |

Enclosed is our donation in the amount of \$ \_\_\_\_\_

Contact \_\_\_\_\_ Name of Business \_\_\_\_\_

Address \_\_\_\_\_

Telephone Number \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Please provide name(s) as it should appear for recognition purposes:

\_\_\_\_\_

If you would prefer that your investment or sponsorship remain anonymous, please check here:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We encourage you to check with your accountant regarding your IRS tax deduction for the sponsorship levels.  
The Peyton Walker Foundation is a 501c3 Non-Profit Organization.

Investor/Sponsorship Forms, payment, and camera ready logo must be submitted **by June 16, 2017**

Please e-mail your digital camera ready logo to Linda Schneider at [linda@peytonwalker.org](mailto:linda@peytonwalker.org) **by June 16, 2017**

Please return form and make checks payable to: The Peyton Walker Foundation  
PO Box 1482  
Mechanicsburg, PA 17055  
Phone: 717-697-5511  
TAX ID: 46-4655102

**HEARTFELT THANKS FOR YOUR VALUABLE SUPPORT!**



## Silent Auction Donation Form

We are hosting a **Silent Auction** in conjunction with *The Beat Goes On - Under the Stars*, and would certainly appreciate your donations. We are requesting a variety of items, including:

- gift baskets
- gift certificates for services
- restaurant certificates
- hotel packages
- vacation rentals
- rounds of golf
- theatre / concert tickets
- home goods
- sporting event tickets and memorabilia
- experiences / activities

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

### PLEASE COMPLETE ALL DONATION INFORMATION

**Description of Donated Item(s)** -- Description will be used in the listing of auction items. Please list any and all restrictions or blackout dates. If none are listed, the item will be a non-restricted gift.

**Retail Value:** \$ \_\_\_\_\_

**Important** -- Please prepare a letter of congratulations on your company stationery to be handed out to the winning bidder. The letter should include all pertinent information about the donated item and any restrictions that apply. Please retain a copy of this form and mail the original, with the letter of congratulations and a **COPY OF YOUR PROMOTIONAL MATERIAL** to:

The Peyton Walker Foundation  
PO Box 1482  
Mechanicsburg, PA 17055  
Phone: 717-697-5511  
Email: [linda@peytonwalker.org](mailto:linda@peytonwalker.org)

Please return this form and your donation by **Friday, August 4th**  
Thank you!