



# SUPER HERO KIDS HEALTH AND SAFETY FAIR

**SATURDAY, NOVEMBER 2, 2013**  
**10 AM - 2 PM** (WEATHER PERMITTING)



Make an impact and boost your company's visibility by sponsoring the MedicAlert Super Kids Health & Safety Fair. The event will be held on November 2, 2013 on the MedicAlert Campus at 2323 Colorado Ave. in Turlock, California.

We will have much needed health screenings for children including but not limited to vision and hearing tests. Local first responders will be doing live safety checks and safety demonstrations to inform and provide fun for the whole family. The entire event is created through the generosity of donations received through community vendors, area businesses and our local Lions Clubs. Your sponsorship will solidify your company's commitment to the health and well-being of your community's children!

We anticipate between 3,000 to 5,000 individuals will go through the event between the hours of 10:00 a.m. – 2:00 p.m. making your contribution a wise investment. Whether you're interested in sponsoring a specific facet of the event or making a general contribution, every dollar counts! MedicAlert Foundation is a non-profit 501(c)(3) organization and all contributions to this event are tax-deductible.

Choose a sponsorship that best suits your organization and complete the sponsorship form. Thank you in advance for helping the children in your community receive beneficial health screenings and the information they need to stay safe and healthy.

## ★ KA-POW! Sponsorship \$5,000

Receives logo on all marketing material including major event banners, mailing pieces, onsite flyers, and logo on event page on the MedicAlert website. Sponsorship at this level also includes honorable mention of your sponsorship during announcements throughout the event.

- Super Kids MedicAlert Membership (125 Kidsmart Memberships, 125 Standard ID's included)
- Health & Wellness Row

## ★ BAM! Sponsorship \$2,500

Receives logo on general event banners, mailing pieces, onsite flyers and event pages on the MedicAlert website. Receives recognition and signage throughout chosen sponsorship event:

- Car Seat Safety Check
- Car Seat Give Away
- Super Hero Kids Pavilion (bounce houses, crafts, face painting, animal demonstrations)

## ★ WHAM! Sponsorship \$1,000

Receives logo on general event banners, mailing pieces, onsite flyers and event pages on the MedicAlert website. Receives recognition and signage throughout chosen sponsorship event:

- Superhero Bike Training Course (Bicycle Sponsors 2 Available)
- Superhero Bike Helmet Giveaway (2 Available) - SOLD
- Rock Wall
- Inflatable Obstacle Course
- Event Water bottles (w/company logo)
- Giveaway Bags (w/company logo)
- Teddybear Giveaway (for Teddybear Clinic Education)

## ★ Super Sidekick \$500 and Under

Sponsoring as a "Super Sidekick" will put your monies towards the overall event needs such as waters, printing expenses, promotional material, transportation of health screening vehicles, aids in demonstrations, advertising, security, rental equipment, tables, chairs, permits, etc. Recognition of your organization will be listed in the onsite flyer and on signage at the main entrance.

## SPONSORSHIP PAYMENTS

Need to be made by September 30, 2013 in order to ensure your commitment and inclusion in the event. Logos will need to be provided to the contact below upon verbal or written agreement for immediate promotion and use in printed materials where applicable. If your company would like to be assigned a complimentary 10 x 10 booth space at the event, please notify contact below.

If you have questions about a sponsorship package, would like to make a donation or would like to customize a sponsorship package for your company's needs, please contact the following individual:

**Kelly Kappmeier, Committee Chair, MedicAlert Foundation**  
2323 Colorado Avenue, Turlock, CA 95361  
Phone: 209-669-2492  
Email: [kkappmeier@medicalert.org](mailto:kkappmeier@medicalert.org)

## SPONSORSHIP THANKS!

**We'd like to thank our 2012 and 2013 sponsors for their friendship and continued support in MedicAlert's mission of protecting and saving lives!**

- ABS Direct
- Americold
- Costco
- Crimetek Security
- E & J Gallo
- Emanuel Hospital
- Foster Farms
- Frito-Lay, Inc.
- GSL Fine Lithographs
- Jorgenson Company
- Landcaster Painting
- Lions Clubs International
- Saunders Heating & Air Conditioning
- Sciabica's
- SupHerb Farms
- Turlock Irrigation District
- Winton, Ireland, Strom and Green
- Zee Medical, Inc.

Company logo must be provided to MedicAlert at the time of donation to ensure placement in appropriate promotional materials.

## SPONSORSHIP FORM

Company Name (to be used on print materials): \_\_\_\_\_

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

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

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Accounts Payable Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Level & Item: \_\_\_\_\_ Amount Donating: \$\_\_\_\_\_.00

Payment:  Check (Payable to MedicAlert Foundation) or Credit Card:  VISA  Discover  MasterCard  AMEX

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Address for Card: \_\_\_\_\_

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

Name on Card (Print please): \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

Sponsorship Agreement: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name and Title: \_\_\_\_\_

*This agreement is non-cancelable. I hereby acknowledge that I am authorized on behalf of the sponsor to enter into this agreement. I have read, understand, and agree to the terms of the sponsorship as provided within.*

Sponsorship Contact: \_\_\_\_\_

**FORCE MAJEURE:** If the Event is terminated for any reason beyond the reasonable control of MEDICALERT FOUNDATION, including without limitation acts of God, war, strikes, labor disputes, accidents, governmental laws, ordinances, regulations, requisitions or restrictions, unavailability of facilities, lack of utilities, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism, disruption to transportation, disaster, fire, earthquakes, severe weather conditions, epidemic or pandemic, or any other comparable calamity, casualty or condition, and MEDICALERT FOUNDATION is unable to fulfill its obligations under this Contract, MEDICALERT FOUNDATION may terminate this Contract without liability, and MEDICALERT FOUNDATION may retain the earned portion of donation required to recompense it for expenses and commitments incurred up to the time of terminating the Event. Any remaining unearned Costs will be returned to Sponsor.

Notwithstanding the foregoing, MEDICALERT FOUNDATION reserves the right to cancel, rename or relocate the Event or change the dates on which it is held. If MEDICALERT FOUNDATION changes the name of the Event, relocates the Event to another location within the same city, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to sponsor, but MEDICALERT FOUNDATION shall provide similar services that MEDICALERT FOUNDATION deems appropriate and Sponsor agrees under the terms of this Contract. If MEDICALERT FOUNDATION elects to cancel the Event other than for a reason previously described in this paragraph, MEDICALERT FOUNDATION shall refund to Sponsor Cost previously paid, in full satisfaction of all liabilities and obligations of MEDICALERT FOUNDATION to Sponsor.

**INDEMNIFICATION:** Sponsor will indemnify, defend (with legal counsel satisfactory to MEDICALERT FOUNDATION), and hold harmless MEDICALERT FOUNDATION and their respective directors, officers, members, employees, agents and representatives, against all claims, actions, demands, damages or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other costs and charges in connection with, related to or arising out of Sponsor's noncompliance with or breach of this Contract, the Rules and Regulations or the terms and conditions set forth in the Sponsor Services Manual, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise on the part of Sponsor or any of its directors, officers, employees, agents, representatives, guests or invitees, excluding liability caused by the sole negligence or willful misconduct of MEDICALERT FOUNDATION or its owners, directors, officers, employees, representatives and agents.

**INSURANCE:** As a condition for Sponsor's right to participate in the Health and Safety Fair Event, Sponsor, at its own expense, is required to secure and maintain insurance as set forth herein throughout the duration of the Event. All such insurance shall be primary over any other valid and collectible insurance of Sponsor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute compliance with Sponsor's obligations under this Section.

The following insurance coverage is required: (a) Worker's Compensation Insurance to the statutory limits; (b) Employer's Liability Insurance with limits not less than \$500,000 each accident; limits not less than \$500,000 each occurrence aggregate any one occurrence, \$500,000 coverage shall include contractual, copyright infringement, operation of mobile equipment, products and liquor liability (if applicable); (d) Automobile Liability Insurance coverage for owned, non-owned and hired vehicles, including loading and unloading operations with minimum limits of \$500,000 per occurrence for \$500,000 combined single limit.