



International
OCD
Foundation

2020 1 Million Steps 4 OCD Walk

iocdf.org/walk



National Sponsorship Prospectus

Let's see how far we can go!



The 1 Million Steps 4 OCD Walk is a fundraising and community engagement event supporting all those affected by obsessive compulsive disorder (OCD) and related disorders. The OCD Walk provides an opportunity for members of the OCD community to join together to support each other and raise funds for the important programs of the IOCDF and its local Affiliates.

The flagship Boston OCD Walk began in 2013 and was inspired by now IOCDF Board Member, Denis Asselin, who walked 500 miles from Cheyney, PA to Boston, MA — or roughly one million steps — in memory of his son who lost his life to body dysmorphic disorder (an anxiety disorder related to OCD). Since then, the OCD Walk has grown to include over 25 Affiliate-hosted Walks across the country as well as a grassroots Community Walk for those who want to participate virtually.

Now in its eighth year, the Boston OCD Walk will take place Saturday, June 6th, 2020 at Carson Beach in Boston, MA and we estimate it will be joined by over 25 Affiliate-hosted OCD Walks across the country.

We expect our total number of participants to exceed 3,500, with an expected 750 joining us at the flagship event in Boston.



Click to open the 1 Million Steps 4 OCD Walk video!

2019
by the
numbers



2,500

total walkers nationwide
650 at the **BOSTON** walk

24



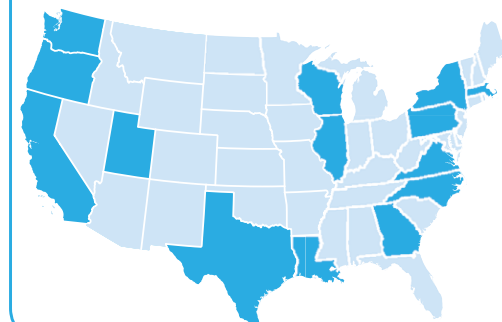
Walks
across
the US

3,000+
social posts tagged
#OCDwalk

\$210,000+

raised to support
programs of the
IOCDF and its
local Affiliates

**States with
walks in 2019**



Funds raised benefit the OCD and related disorders community by helping us to:



Shorten the time to proper
diagnosis, improve access to
treatment, and increase the
number of trained therapists



Provide education about what
OCD and related disorders
actually are through our
websites, ambassador program
and anxiety in the classroom
initiative



Engage the entire OCD and
related disorders community to
advocate and educate in order
to reduce stigma



Audience Breakdown

Attendees at the OCD Walk include individuals of all ages living with OCD, their family members, friends, and loved ones coming out in support, as well as the professional members of the community who dedicate their lives to treating and researching OCD. **As the National Sponsor, your brand will be highly visible to a diverse population coming together to support each other.**



Our best estimates are that about 1 in 100 adults — or between 2 to 3 million adults in the United States — currently have OCD. This is roughly the same number of people living in the city of Houston, Texas. In children, OCD affects 1 in 200 — the same number of children who have diabetes. Although OCD can start at any time from preschool to adulthood, it equally affects men, women, and children of all races, ethnicities, and backgrounds.

Attendee Testimonials

“ Even if you come alone this year, you won’t be alone for long. ”

“ It’s great to gather with people who understand the challenges that come with OCD or loving someone with OCD . The sense of community at the walk is tremendous. ”

The National Sponsorship of the 1 Million Steps 4 OCD Walk is an exclusive sponsorship and will be secured on a first-come, first-served basis. Interest is high — secure your spot as the 2020 National Sponsor of the 1 Million Steps 4 OCD Walk today!

National Sponsor Benefits | \$20,000

- Recognition as the sole National Sponsor of the OCD Walk with the IOCDF, with their name included in the title of the event ("1 Million Steps 4 OCD Walk, presented by SPONSOR NAME")
- Top logo placement on the OCD Walk website (iocdf.org/walk) and all OCD Walk registration systems
- Top logo placement on marketing collateral, including (but not limited to) Save the Date postcards and flyers
- Top logo placement on OCD Walk advertisements on MBTA public transportation throughout downtown Boston, MA
- Sponsorship feature in email blast to IOCDF constituents (past OCD Walk participants) and logo placement in all email headers
- Three (3) social media mentions
- Top logo placement on all OCD Walk commemorative T-shirts — 3,000 shirts to be printed in 2020 and shipped across the country
- Top logo placement on welcome banners at OCD Walks nationwide
- Verbal recognition at all OCD Walk opening ceremonies
- Exhibit table at the Boston Walk
- Speaking opportunity at the Boston OCD Walk opening ceremony and presentation of awards
- Logo placement on promotional items at Boston OCD Walk (item TBD, e.g., branded tote bag, water bottle, etc.)





Past Sponsors:



MASSACHUSETTS
GENERAL HOSPITAL
OCD and Related Disorders Program



MOUNTAIN VALLEY
WWW.MOUNTAINVALLEYTREATMENT.ORG



Bradley Hospital
A Lifespan Partner



McLean
HARVARD MEDICAL SCHOOL AFFILIATE

Reasons to Sponsor the OCD Walk:

- Increase brand visibility and awareness in Boston and across the country
- Interact with thousands of participants through marketing leading up to the event, and on-site
- Employee engagement opportunities
- Showcase your generosity



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2020 1 Million Steps 4 OCD Walk National Sponsorship Application

Thank you for your interest in being the National Sponsor for the 2020 1 Million Steps 4 OCD Walk!

Please fill out and submit the application below by **Friday, February 28th, 2020** to be considered for National Sponsorship. After this deadline, all applications will be reviewed. If there are multiple applications submitted, the sponsorship will go out to bid and be awarded to the highest sponsorship offer.

Organization Name: _____

Contact Name: _____

Contact Title: _____

Business Street Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Desired Sponsorship Level:

☐

National Sponsor (\$20,000+)

Total Sponsorship Amount: \$_____

Sponsorship Terms:

The IOCDF reserves the right to accept or refuse the Sponsorship Application and the IOCDF reserves the right to terminate the sponsorship agreement if it considers such sponsorship to be detrimental to its mission, professional or ethical interests, or originates from any organization whose displayed products do not meet the professional standards of the IOCDF.

Please submit your completed Conference Sponsorship Application to Kristen Lynch, Senior Development Officer, via email at klynch@iocdf.org by **February 28, 2020**. Please allow ten (10) business days for the IOCDF to review your Sponsorship Application and contact you with more information.



For more information on becoming the National Sponsor for the 2020 1 Million Steps 4 OCD Walk, please contact Kristen Lynch, IOCDF Senior Development Officer, at klynch@iocdf.org, or (617) 973-5801, Ext. 29.

