<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Leader</th>
<th>Champion</th>
<th>Benefactor</th>
<th>Sustainer</th>
<th>Supporter</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Title Sponsor (e.g. main stage)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Walk bags distributed on Walk day</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to address walkers from main stage</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walk with the Archbishop – 2 Guests</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walk day rally recognition from the main stage</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walk day photo with the Archbishop</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walk day VIP Breakfast – Seat at Archbishop’s table</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Walk day VIP Breakfast</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary Walk t-shirts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Product/coupon distribution at the Walk</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Exhibit table at the Walk</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

**Sponsorship Benefits**

Sponsorship deadline is June 28, 2019. Logo deadline is June 28, 2019.

For more information, contact Jenny Mendenhall at 414-769-3451 or mendenhallj@archmil.org.

---

**THANK YOU TO OUR 2018 MAJOR SPONSORS**

Ascension Wisconsin  
Cousins Submarines, Inc  
Milwaukee Journal Sentinel  
Catholic Financial Life  
Boyle Fredrickson, S.C.  
Catholic Herald  
Husch Blackwell  
Pirahn Promotions, Inc.

**2019 SPONSORSHIP OPPORTUNITIES**

**7th Annual Soles for Catholic Education Walk**
Saturday, October 19, 2019
Mount Mary University

**JOIN THESE GREAT COMPANIES IN 2019**

- Soles for Catholic Education
- One Step. One Soul at a time.
**BECOME A 2019 SOLES WALK SPONSOR**

Since 2013, the Soles for Catholic Education Walk has raised more than $1.78 million to ensure that Catholic education remains affordable and accessible for every student. Join us in supporting Catholic school students by becoming a sponsor of the 7th annual Soles for Catholic Education Walk.

---

**Make a DIFFERENCE**

The Soles for Catholic Education Walk enables schools of the Archdiocese of Milwaukee to raise needed funds. Walk sponsorships underwrite the cost of the Walk so every dollar raised by walkers stays with their school.

Schools throughout the Archdiocese are setting fundraising goals for the Walk by identifying specific programs or classroom items that will benefit their students. Educators, students and parents are rallying their communities to raise important dollars benefitting students in the classroom today. Your support helps make that possible.

---

**REACH Your Audience**

- Spread your message to over 173,000 households.
- Reach 30,000 students, along with their parents, through event promotion.
- Provide direct messages, samples, coupons or other promotions to the anticipated 9,000 registered walkers on event day.
- Enjoy tremendous exposure through the promotion of the Soles for Catholic Education Walk in southeastern Wisconsin by delivering your message to:
  - 92 elementary schools
  - 15 secondary schools
  - 193 parishes
  - 10 counties
- Increase your visibility in the community and connect with Catholic parents, a prime marketing demographic.
- Enhance your organization’s image.

---

**By the NUMBERS**

- **7,859** 2018 Walk Participants
- **103** Number of Cities Represented
- **85** 2018 Soles Walk Sponsors
- **$300,000** 2019 Fundraising Goal

---

**RESEARCH Shows**

**STUDENT ACHIEVEMENT:** Catholic school students are more prepared academically and score above the national average on standardized tests.

**DIVERSITY:** Catholic schools maintain their track record of serving all children and families, closing the achievement gap for poor and minority students. Our schools have a rich history of welcoming students of every race, religion, ethnic and economic background.

- 18% of elementary students and 28% of high school students are non-Catholic
- 47% of students are racial minorities
- 36% receive free or reduced hot lunch due to financial hardship

**EDUCATIONAL SUPPORT:** The more at-risk a student is, the greater the relative achievement gains are in Catholic schools.

**COLLEGE-READINESS:** Catholic school alumni are more successful in college and more satisfied with their lives.

**CIVIC ENGAGEMENT:** Catholic school graduates are good citizens, are deeply committed to social justice, the care of the poor, and the planet, and are proud volunteers for the church and in the community.

**VALUES:** Catholic school graduates rank higher in learning values such as leadership, respect, teamwork and integrity.

---

“You can’t educate a child’s mind and forget about her spirit and her body. They are intimately woven together.”

- Catholic school parent

---

**See the VALUE OF CATHOLIC EDUCATION in our Communities**

“The Soles Walk is one of the largest fundraisers for our tuition assistance program. Many families cannot afford the full cost of a Catholic school.”

- Nancy Nadolny, Development Director
  Waukesha Catholic School System
SPONSORSHIP FORM

7th Annual Soles for Catholic Education Walk
Mount Mary University • Saturday, October 19, 2019

Sponsorship Levels
☐ Leader | $25,000
☐ Champion | $15,000
☐ Benefactor | $10,000
☐ Sustainer | $5,000
☐ Supporter | $3,000
☐ Friend | $1,000

Name: _______________________________________________________________
Organization (if applicable): _____________________________________________
Address: ____________________________________________________________
City: ___________________________ State: _______ Zip: _______
Phone: ____________________________
Email: ________________________________

To submit sponsorship online, visit: archmil.regfox/soles-walk-2019
☐ Check enclosed, payable to Archdiocese of Milwaukee
☐ Credit card
Credit card # _____________________________ Expiration _____ / ______
3-digit code __________ Signature __________________________ ____________
Total amount enclosed $ ____________________________

Please submit sponsorship form to the address below by June 28, 2019.
If sponsorship level includes logo benefits, submit logo by June 28, 2019.
Logo can be EPS, JPEG, or PNG format; minimum 300 dpi.
Send logo to mendenhallj@archmil.org.

Soles for Catholic Education Walk | Archdiocese of Milwaukee | Attention: Jenny Mendenhall
PO Box 070912, Milwaukee, WI 53207-0912
Phone: 414-769-3451 | Email: mendenhallj@archmil.org