



2011 MILES | 100 DAYS | 1 GOAL



Walk the Dream Overview Starting Labor Day, 2011

www.walkthedream.com



What is Walk the Dream?

www.walkthedream.com

- A 2011 mile cross country Walk to help create supportive local small business communities
- Lasting 100 days covering 20+ miles daily
- A “Walk-U-Mentary” chronicling stories about Small Business Innovation and Entrepreneurialism in the U.S.
- Raising awareness of the challenges faced by new small businesses in this difficult economy



Our Mission

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- Evangelize the importance of a vibrant small business community to our national economy
 - Over 25M small businesses in the U.S.; +50% of all U.S. employees
 - Contributes over 50% of U.S. GDP
 - Responsible for over 90% of all exports
 - Holds over 40% of all U.S. Patents
 - 30% of ALL new small businesses FAIL in two years; 50% within five.
- Share stories about Small Businesses making a difference in their community as well as their industry
- Raise money to create local, volunteer Seed Groups in select U.S. markets
- Gain national awareness via the media due to a 2011 mile test of endurance and commitment to a great cause



What is a Seed Group?

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- Community organized Business Volunteers helping 10-15 new businesses launch annually; not limited to typical venture funded companies.
- Provide mentorship, guidance, time, energy, talent; donate 10 – 20 hours monthly; teach, support and train as opposed to pure handouts
- Funds raised from Walk the Dream earmarked to create Seed Groups with up to \$50K grants
- Supported businesses must commit to:
 - Stay local a minimum of 5 years; hire locally
 - Generate taxable revenues
 - Participate in and donate 5% revenues to their Seed Group until original investment is paid with interest



People want to help

In late 2008, the Atlanta Seed Fund group was created to help support our local small business and startup community.

In less than 3 months, with little publicity, over 100 people supported this cause and volunteered their services.



Why a Walk?

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- Because Seed Groups will support “for profit” companies, we do not qualify as a charity even if we are not profit driven
- We’re inspired by Susan G. Komen Foundation and Extreme Home Makeover; raise awareness, extreme physical challenge, community embrace
- We will document and share stories about small business owners and entrepreneurs making a difference; pursuing the American Dream
- A national “walkabout” designed to raise our national consciousness about the importance of supporting local business





Our Journey

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- Begins Sept. 5th, 2011 in Atlanta, GA at Capital Building
- Walking in 29 States over 100 Days
- Will cover an average of 20+ miles daily



Destination Cities	Miles	Days	Dates
Atlanta to Greenville, SC	160	8	Sept. 5 - 13
Charlotte, NC to Greensboro, NC	95	4	Sept. 14 - 18
Washington DC to Philadelphia, PA	140	7	Sept. 19 - 25
New York, NY to Hartford, CT	115	6	Sept. 26 - Oct 1
Providence, RI to Boston, MA	45	2	Oct. 2 - 3
Pittsburgh, PA to Cleveland, OH	125	6	Oct. 4 - 10
Toledo, OH to Detroit, MI	56	2	Oct. 11 - 13
Jackson, MI to Hillsdale, MI	32	2	Oct. 14 - 16
Lansing, MI to Grand Rapids, MI	64	2	Oct. 17 - 18
South Bend, IN to Chicago, IL	90	4	Oct. 19 - 23
Milwaukee, WI to Madison, WI	80	4	Oct. 24 - 27
St. Paul, MN to Minneapolis, MN	20	1	Oct. 28
Denver, CO - Colorado Springs, CO	72	4	Oct. 29 - Nov. 2
Seattle, WA to Olympia, WA	65	3	Nov. 3 - 7
Portland, OR to Salem, OR	55	3	Nov. 8 - 10
Sacramento, CA	20	1	Nov. 11 - 12
San Francisco, CA to San Jose, CA	50	2	Nov. 13 - 14
Santa Barbara to Santa Monica, CA	95	5	Nov. 15 - 20
Los Angeles, CA to Irvine, CA	50	2	Nov. 21 - 22
Las Vegas, NV to Henderson, NV	15	1	Nov. 23 - 25
Phoenix, AZ to Tucson, AZ	120	6	Nov. 26 - 30
Ft Worth, TX to Dallas, TX	35	2	Dec. 1 - 4
Austin, TX to San Antonio	79	4	Dec. 5 - 8
Houston, TX	15	1	Dec. 9 - 10
Baton Rouge, LA to New Orleans, LA	80	4	Dec. 11 - 14
Tampa to Orlando	95	5	Dec. 15 - 21
Montgomery to Atlanta	175	9	Dec. 22 - 31

TOTALS **2043** **100**

Spreading the word

Three Tiered Approach to Raise Public Awareness

Social Media

facebook

twitter

LinkedIn



YouTube

Blogger

Local / National Media



THE WALL STREET JOURNAL



Public Appearances



Edge
Bar & Nightclub



CITY
HALL



A community effort

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Bridgette King – Bridgette has a diverse background with more than 20 years of experience in national and international publicity, marketing, promotions and sales, including new product launches, events, financial and investor relations, crisis management and public awareness campaigns. Bridgette is helping us with our website copy, social media marketing and public relations.



Jim Piccirillo – As owner of Valencia Production Partners, Jim has worn many hats including Executive Producer and Director, while creating, staging and producing entertainment media for many of Hollywood's television companies and corporate clients. Jim is helping Walk the Dream prepare an introductory video as well as doing editing on reports from our journey. www.1vpp.com



Shari Fitness – Shari Fitness is an ISSA Fitness Professional, Fitness Nutritionist, Natural Health Advocate, blogger about Natural Health and Fitness, Host of FitTalk on Blog Talk Radio and Social Media Consultant specializing in the health, fitness and supplement industries. Shari is helping us train for the grueling journey that is Walk the Dream. www.fittalknews.com



Mike Henderson – Mike is a seasoned Marketing Professional with a wealth of diverse knowledge, experience and skills including graphic design, writing, organizational management, technical marketing integration, logistics, planning, photography, web design, promotion, budget management, sales, network development, wireless technologies and business development. Mike is the Director of Marketing at LodgeNet Interactive Corporation and helped us with our logo and general marketing stuff.



Nadine Hough – Nadine recently graduated from Georgia State University with a BFA in graphic design. She also does website design and is a virtual Godsend for Walk the Dream. Nadine is handling our web development duties; she's extremely responsive, thorough and energetic. www.nadinehough.com



Walk the Dream Budget

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- \$130,000 budget for 5 month event
- Operating funds raised through advertising sponsorship
- Will not use funds from public donations

Staffing and marketing srvcs	\$ 75,000
Transportation	\$ 24,000
Food and Lodging	\$ 16,750
Communication and Internet	\$ 1,500
Merchandise / Mktg Materials	\$ 3,000
Footwear, Apparel, Gear	\$ 3,000
Computers & software	\$ 4,250
Electronics and Equipment	\$ 2,500

Totals \$130,000





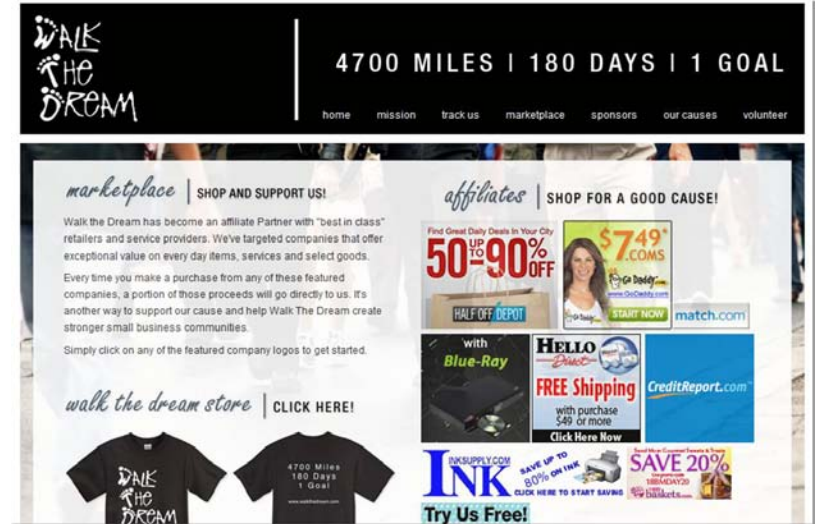
Walk the Dream Sponsorship

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Covers Operational Costs

Three Sponsorship Levels

- Platinum 4 Maximum
- Gold 8 Maximum
- Silver 12 Maximum



SPONSORSHIP MARKETING ACTIVITIES

Walk the Dream Activities	Twitter Mentions Monthly	Facebook Postings Monthly	Blog Mentions Monthly	Video Interview Callouts Monthly	Dedicated	Permanent Link on Blog	Permanent Ad on	Logo on RV
					YouTube Ads Monthly		WTD sponsor page	
Platinum Sponsorship	40	12	4	3	2	X	X	X
Gold Sponsorship	20	8	3	2	1	X	X	X
Silver Sponsorship	12	4	2	1	0	X	X	X



Sponsorship Packages

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- Available in cash or product / services equivalent
- Payable in 3 Installments
- First Payment Nonrefundable; equals 50%; remaining payments based upon milestone achievement

PRODUCTS / SERVICES SPONSORSHIPS:

GOODS AND SERVICES	RETAIL VALUE		SPONSORSHIP LEVEL
Food, Beverage & Nutritional Supplements	\$16,750	or equivalent value	Platinum
RV Rental (4 months)	\$20,000	or equivalent value	Platinum
Hotel Rooms (100 nights)	\$ 8,000	or equivalent value	Gold
Fuel (4 months)	\$4,000	or equivalent value	Silver
Consumer Electronics (LCD TV, DVD, GPS, Satellite, etc.)	\$5,000	or equivalent value	Silver
Computing Equipment	\$5,000	or equivalent value	Silver
Internet / Wireless Services (Cell, Wi-Fi, Internet, Video, Tablet service, etc.)	\$3,000	or equivalent value	Silver
Athletic Apparel (footwear, shirts, pants, socks, raingear, etc.)	\$3,000	or equivalent value	Silver

FEES / PAYMENT SCHEDULE:

PO / Reference Number _____

NOTE: ALL PRODUCTS AND SERVICES PAYMENTS DUE IN FULL 8/15/2011

Payment Schedule:

Payment Due Dates

Sponsorship Packages	Aug 15*	Oct 14	Dec 2	Total
Platinum (4 total)	\$10,000	\$5,000	\$5,000	\$20,000
Gold (8 total)	\$6,000	\$3,000	\$3,000	\$12,000
Silver (12 total)	\$3,000	\$1,500	\$1,500	\$ 6,000

* The first installment is non-refundable; all subsequent payments contingent upon Walk the Dream continuation on the due date



Funding Seed Groups

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- \$500,000 annual budget per Seed Group
- Stretch Goal = Establish 10 Seed Groups nationally
- Targeted Cities include: Atlanta, GA; Flint, MI; other economically depressed cities
- Funds will be used to create and fund Seed Group Foundation or LPLLC.



Seed Group Funding:

Public Donations :	100% funds applied
Merchandise Sales:	80% profits applied
Affiliate Marketplace:	80% funds applied
Post Event Book:	80% profits applied
DVD Sales:	80% profits applied
Corporate Donations:	100% funds applied
Paid Appearances:	50% proceeds applied
Reality TV Program	50% proceeds applied

Balance of funds generated will be used to cover operating budget for Foundation