TREO FOUNDATION'S

THE WALK

ELEVATING THE FUTURE OF CARE



THE 2027 HOSTING INFO

Welcome to *The Walk* in 2027!

Following our 2026 season of "No One Left Behind," TREO Foundation proudly launches ***The Walk's*** new tagline for 2027, **"Elevating the Future of Care."**

This impactful message embodies TREO Foundation's commitment to support research, education, and access to care initiatives that directly **"elevate"** obesity care.

"Elevating the Future of Care" reflects TREO's purpose to:

- Raise awareness and advocate for access to safe, effective, and science-based treatments, including metabolic and bariatric surgery, for all who want and need it.
- Stand with and support healthcare providers who deliver evidence-based care and champion compassion and accessibility to obesity treatments.
- Support the researchers and educators who drive innovation and **"elevate"** treatments for long-term health outcomes for individuals living with obesity.

Please join the movement by hosting *The Walk* in your community in 2027!

Apply today at www.treofoundation.org/host.

Questions? Please contact Randy Slade, Program and Events Director, at randy@treofoundation.org or 352-332-9100.

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Treatment, Research and Education to end Obesity.

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Host at a Glance

The following are event planning responsibilities of the Local Event Leader(s), Planning Committee, and Presenting Sponsors.

- **LEAD:** Serve as the Event Leader and form a small planning committee. *A committee is recommended but not required.*
- **DONATE:** Pay a Presenting Sponsor Donation (PSD). Ranges from $500 - $5,000.
- **DEVELOP** a budget and keep expenses to a minimum.
- **SELECT and SECURE** a location/venue for *The Walk* by completing the required paperwork and obtaining the necessary permits. **Paid for by TREO** (if needed)**.**
- **SEND** event details for online registration to TREO. **Online registration system provided by TREO.**
- **RECRUIT SPONSORS:** Distribute the local sponsorship prospectus **provided by TREO**. Contact local hospitals, practices, stores, and companies to become local sponsors/exhibitors.
- **MARKETING:** Print marketing materials **provided by TREO** (flyers and sponsorship info).
- **PROMOTE** the event and market it to patients, staff, and the community.
- **COORDINATE** rental, delivery, and return of needed event items – tables, chairs, sound equipment, bottles of water, etc. **Paid for by TREO** (if needed).
- **RECEIVE** all event items **provided by TREO** and deliver to the event – shirts, banner, fundraising prizes.
- **RECRUIT** volunteers to assist with the setup, breakdown, and cleanup of the event venue and oversee the process.
- **ENSURE** all TREO guidelines and policies are followed. Planning guide **provided by TREO.**
- **COMMUNICATE** with TREO staff and follow event planning guidance **provided by TREO.**
- **STRIVE** to meet the event fundraising goal (Minimum is $10K) - *There is no liability or penalty if the fundraising goal is not achieved.*
- **HAVE FUN!** ENGAGE THE COMMUNITY! RAISE AWARENESS ABOUT OBESITY & TREATMENT!

Please review The Planning Guide for full details regarding guidelines and responsibilities.

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HOST *THE WALK* - FAQs

How do I host a TREO Foundation's *The Walk* event?

- Apply before the deadline - deadlines vary based on event date.
- At least one organizer must be an active member of ASMBS.
- The Event Leader must follow TREO guidelines and dedicate time to planning.
- A presenting sponsorship fee is required within 60 days of approval ($500-$5,000)

What types of events can I host?

- The Walk: A community event that provides a non-competitive walk, exhibits, speakers, and more!
- The Walk +FunRun: Includes a casual run option but remains non-competitive.

Who pays for event expenses?

- TREO covers necessary costs from sponsorship funds (venue, permits, signage, table rental fees, DJ, etc.).
- Any expense over $250 requires pre-approval.
- Organizers should seek in-kind donations when possible to minimize costs

What happens if we don't meet the $10,000 fundraising goal?

- There are no penalties. We welcome any amount raised in support of TREO Foundation's mission.

Should we recruit local sponsors?

- Yes, solicitation is required. Local sponsors provide exhibits and funds to support the event.

Where can I host The Walk?

- Venues can include parks, malls, hospitals, schools, etc.
- Routes should be between 1 mile and 5K.
- Venues should have parking, restrooms, electrical access, and allow exhibitor tables for marketing purposes (no sales).

Do participants have to pay to register?

- Yes, a registration donation is required. However, free registration may be available via sponsor promo codes. We also offer a discounted early bird registration for a short time when registration first opens.

Can the Walk be combined with another event?

- No, it must be a standalone event.

When can I start planning?

- Applications are approved within 14 days.
- Sponsorship fees must be paid within 60 days of approval.
- Planning should start immediately upon approval.

How do I apply?

- Apply online at **www.TREOFoundation.org/Host**
- Choose an available event date or request an unlisted date.
- Choose a date that allows at least 3 months for planning.



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Presenting Sponsor Levels & Benefits

Presenting Sponsor: $500 or $1,000
"Platinum" Presenting Sponsor: $2,500
"Diamond" Presenting Sponsor: $5,000

Now offering a $500 budget-friendly option!

- Top-level logo placement among all local sponsors on the following items:
  - Online registration page
  - Walk t-shirts - *provided to every in-person walker, while supplies last*
  - Facebook Event
  - Post-event thank you email
  - Step & Repeat banner - *included with Platinum and Diamond levels. Presenting level ($500 and $1,000) must recruit one additional $1,000 local sponsor.*
- Exclusive logo placement on the printable event flyer.
- Recognized during event announcements as the Presenting Sponsor.
- Exhibit space: Up to two tables and two chairs provided.
- Use of *The Walk* logo on your company event marketing items (artwork approval required).
- Listed as a Presenting Sponsor of *The Walk* at the ASMBS Annual Meeting - may be in TREO Foundation's Gala program book, or meeting signage.
- Recognized on the TREO Foundation's donor list - published on TREO's website annually.
- Receive a promo code for sponsored (free) online registrations. Perfect for covering staff and patient registrations! **Registrations must be completed online*

  - **Presenting Sponsor, $500** - *registration code **not** provided*
  - **Presenting Sponsor, $1,000** - *15 sponsored registrations ($525 value)*
  - **"Platinum" Presenting Sponsor, $2,500** - *50 sponsored registrations ($1,750 value)*
  - **"Diamond" Presenting Sponsor, $5,000** - *100 sponsored registrations ($3,500 value)*

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