

SPONSORSHIP

OPPORTUNITIES



Move With MADD
Rhode Island
5 Walk / Fun Run

MOVE with
MADD™

IMPAIRED DRIVING
ENDS HERE.



ABOUT MADD

Mothers Against Drunk Driving (MADD) is the nonprofit leader in the movement to end impaired driving. MADD champions anti-drunk driving technology, leads prevention efforts across all communities in the U.S., supports victims and survivors, and advocates for stricter impaired driving laws. To make impaired driving a thing of the past we must continue to change behaviors and fundamentally shift how future generations think about road safety. MADD has helped reduce drunk driving deaths by almost 40%, saving nearly 475,000 lives. With a focus on serving people impacted by impaired driving, MADD has provided services to nearly one million victims of impaired driving and offers a 24-Hour Victim Helpline at 1-877-MADD-HELP.

OUR MISSION

MADD's mission is to end drunk and drugged driving, support the victims of these violent crimes, and prevent underage drinking and other drug use.

VICTIM SPOTLIGHT

The 2026 Move with MADD event is dedicated in loving memory of **Jamestown Police Officer Ryan J. Bourque**, whose life was tragically taken by an impaired driver on May 23, 2016—10 years to the day of this event. That Monday was meant to mark a milestone for Ryan: his one-year anniversary as a patrol officer with the Jamestown Police Department. Instead, in the early hours just after midnight, as Ryan drove home to Coventry following the end of his shift, his vehicle was struck head-on by a wrong-way driver on Interstate 95 South near Exit 7 in West Greenwich, killing both motorists. Ryan was just 24 years old.



SPONSORSHIP WITH PURPOSE

MADD is the premier non profit working to end drunk and drugged driving, support the victims of these violent crimes, and prevent underage drinking and other drug use. You can join the MADD movement and play a key role in the fight against substance impaired driving. Your sponsorship will help MADD fulfill its mission, and provide positive exposure for your company in working to keep our communities safe.



MADD's mission sponsors are vital in the fight to end impaired driving. Become a sponsor today.

MISSION IN ACTION

MADD RHODE ISLAND PROGRAMS & SERVICES

VICTIM SERVICES

Our Victim Services program provides emotional support and advocacy to victims/survivors and the families of those killed by this 100% preventable crime.

UNDERAGE SUBSTANCE USE PREVENTION PROGRAMS

Our hopes for a safer future are riding on tomorrow's drivers. By getting today's youth off to a good start, we are taking a giant step toward fulfilling our vision of a nation without impaired driving.

LAW ENFORCEMENT SUPPORT

Supporting our HEROES on the roadways that are working tirelessly to keep our communities safe and publicly recognizing these men and women for their lifesaving work.

COMMUNITY ENGAGEMENT

MADD partners with businesses and organizations to support those impacted and share our lifesaving message. We host awareness and prevention presentations at no charge, participate in community events, and more.

SPONSORSHIP BENEFITS

Presenting
Sponsor

\$5,000

MADD
Advocate

\$2,500

Survivor
Sponsor

\$1,000

Spotlight
Sponsor

\$500

Friend of
MADD

\$250

Pre-Event

Acknowledgement in media release; invitation to participate in media interviews	▶				
Logo in (enter #) email correspondence	▶	▶			
Logo on all pre-event materials	▶	▶			
Local social media recognition	▶	▶	▶		
Logo displayed on MWM webpage	▶	▶	▶	▶	Company Name

Event Day

Opportunity to speak on stage during event	▶				
Opportunity to place items in MWM swag bag	▶	▶	▶		
Logo on event signage	▶	▶	▶	▶	
Logo on event t-shirts	▶	▶	▶	▶	Company name
Event Day recognition during announcements	▶	▶	▶	▶	▶
Complimentary event registrations	10	8	6	4	2

COMMITMENT FORM & AGREEMENT

This sponsorship agreement ("Agreement"), effective this _____ day _____, 20____ (hereinafter the "Effective Date"), by and between Mothers Against Drunk Driving® ("MADD"), headquartered at 511 E. John Carpenter Freeway, Suite 200, Irving, Texas 75062, and _____ ("Sponsor"), located at _____ ("Sponsor"). The purpose of this Agreement is to allow The Sponsor to become a local sponsor.

PARTNER AGREES TO BE A LOCAL SPONSOR AT THE FOLLOWING LEVEL

- | | |
|---|--|
| ☐ Presenting Sponsor: \$5,000 | ☐ Spotlight Sponsor: \$500 |
| ☐ MADD Advocate Sponsor: \$2,500 | ☐ Friend of MADD Sponsor: \$250 |
| ☐ Survivor Sponsor: \$1,000 | |

By signing this Agreement Sponsor agrees to be bound by the Sponsorship Terms and Conditions, attached and incorporated herein, as well as all additional terms and conditions set forth in the sponsorship Proposal, including but not limited to the benefits related to each sponsorship level, which is hereby incorporated in this Agreement.

Payment and Benefits Terms

The parties agree that Sponsor's payment to MADD at the level indicated above must be submitted to MADD in full by event date. The parties further agree that if Sponsor receives any or all of the benefits that Sponsor shall be entitled to per this Agreement prior to submitting its required sponsorship payment in full, Sponsor shall be obligated to pay to MADD the fair market value of the benefits received by Sponsor.

SPONSORSHIP CONTACT INFORMATION

SPONSOR NAME: _____
(Company Representative)

PRINTED NAME: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: _____ EMAIL: _____

SIGNATURE: _____ DATE: _____

All sponsorship commitment forms are due by:

May 8, 2026

Please submit forms to Jennifer.ONeil@madd.org

Please mail all checks to:

MADD Rhode Island
806 West Shore Road
Warwick, RI 02889

SPONSORSHIP TERMS & CONDITIONS

1. TERM Agreement shall begin on the Effective Date set forth above and end at the conclusion of the scheduled, local Move With MADD® event (the “Event”).
2. USE of SPONSOR MARKS. Sponsor grants Mothers Against Drunk Driving (“MADD”) a non-exclusive, royalty free license to use the Sponsor’s name, logos, and marks (“Sponsor Marks”) as approved by Sponsor, as mutually agreed upon, and for no other purpose.
3. USE of MADD MARKS. Upon receipt of the signed Agreement, MADD grants Sponsor a non-exclusive, royalty free license to use the MADD name, logo, and marks (“MADD Marks”) as approved by MADD, solely for display in connection with Sponsor’s sponsorship of the Event, or as otherwise mutually agreed upon by MADD and Sponsor, and for no other purpose.
4. ASSIGNMENT AND SUBLICENSE. (a) MADD shall not sublicense or transfer the use of the Sponsor Marks to any person or entity, or otherwise permit a third party to use Sponsor Marks for any purpose not authorized by this Agreement. MADD recognizes that there is great value to Sponsor in the Sponsor Marks and in the good will associated therewith; that nothing in this Agreement gives MADD any interest or property rights in the Sponsor Marks, except the right to use the Sponsor Marks as specifically set forth herein. (b) Sponsor represents and warrants that there is no known legal impediment to the use of the Sponsor’s name, logos, or marks as contemplated in this agreement.
5. SPONSORSHIP PAYMENT AND BENEFITS. (a) The parties agree that Sponsor’s payment to MADD at the level indicated above must be submitted to MADD in full by event date. The parties further agree that if Sponsor receives any or all of the benefits that Sponsor shall be entitled to per this Agreement prior to submitting its required sponsorship payment in full, Sponsor shall be obligated to pay to MADD the fair market value of the benefits received by Sponsor. NOT WITHSTANDING ANY OTHER TERMS OF THIS AGREEMENT, SPONSOR SHALL PAY TO MADD THE FULL AMOUNT OF ITS SPONSORSHIP OBLIGATION NO LATER THAN THIRTY (30) DAYS FOLLOWING THE SPONSORED EVENT. (b) It is mutually understood that MADD is a tax-exempt entity under Section 501(c)(3) of the internal revenue code and that this Agreement and any additional terms and conditions set forth in the Move With MADD Sponsorship Proposal, including but not limited to the benefits related to each sponsorship level, hereto will not include any obligations for MADD that are unrelated to its charitable purpose or that would subject any payments, donations (in-kind or otherwise) or other valuable consideration made or provided to MADD under this Agreement to tax as income from a business activity unrelated to said charitable purpose.
6. INDEMNITY. Sponsor agrees to indemnify, hold harmless and, at MADD’s request, defend MADD and its directors, officers, employees, and agents against losses and expenses of any nature (including but not limited to reasonable attorneys’ fees and costs of suit) resulting from the performance of this Agreement and that are directly attributable to the gross negligence or willful misconduct of Sponsor, its employees or other representatives.
7. EVENT CANCELLATION. MADD will use its commercially best efforts to conduct the Event on scheduled date; however MADD, its directors, officers, employees, and agents shall not be responsible for damages that result from delays or postponements of the Event due to circumstances beyond its reasonable control. In the event that the Event does not take place, Sponsor’s contribution set forth above shall be treated as a donation to MADD and shall not be refunded.
8. GOVERNING LAW. This Agreement shall be governed, construed and enforced in accordance with and subject to the laws of the state of Texas, except that any conflict of laws rule of Texas that may require reference to the law of some other jurisdiction other than Texas law shall be disregarded.
9. DISPUTE RESOLUTION. In the event of any dispute arising out of this Agreement, the parties shall use good faith efforts to resolve their differences amicably. In the event they are unsuccessful, the parties agree not to commence litigation until attempting to resolve their dispute through mediation. Either party may initiate the mediation process with thirty (30) days’ prior written notice to the other party. The dispute shall be submitted to mediation in Dallas, Texas. Costs of mediation shall be borne equally by the parties.
10. ENTIRE AGREEMENT. This Agreement and any additional terms and conditions set forth in the Move With MADD Sponsorship Proposal, including but not limited to the benefits related to each sponsorship level, contain the entire agreement between the parties hereto and supersedes any and all prior agreements, arrangements or understandings between the parties relating to the subject matter of this Agreement. No oral understandings, statements, promises or inducements contrary to the terms of this Agreement exist, and each party hereto expressly disclaims reliance upon any facts, promises or representations made by any other party, or its agents, services or attorneys, prior to the date of execution of this Agreement. This Agreement cannot be amended, modified, altered or qualified except by a subsequent agreement in writing personally signed by all parties hereto.