Check out the HLA-NC web Site:  www.nchearingloss.org

Upcoming Events:
No meeting for April

HLA-Wake May Meeting: Our next program meeting will be held at Glenaire in Cary on Thursday, 31 May: This program will be presented to HLA members and Glenaire residents jointly. The topic is Looping and will be held in a looped room at Glenaire. Details and a map will be provided in the next newsletter.

No meeting in June: Plan to attend the National Convention.

2012 NC-Walk4Hearing
The NC Walk4Hearing web page is up and ready to for people to start, join or donate to a team or register to walk or donate to an individual. You can also monitor progress against our goal at that site.

Our HLA-NC Walk Web Page is also available, and explains and links you to all the national resources where you can

• Starting a team
• Joining a team
• Walking as an individual
• Donating to a team
• Becoming a Sponsor
• Becoming an Affiliate

Need Your Help: If we’re going to make our goal of raising awareness of hearing loss (and $50,000 to support hearing loss) we’ll need your help. Now is the time to step up and help make our second NC Walk4Hearing a huge success.

SAVE THE DATE! For our second North Carolina Walk4Hearing on October 13, 2012. The location will be lovely Tanglewood Park, in Clemmons, NC just outside of Winston-Salem.

HLAA National Convention
The 2012 HLAA National Convention is scheduled for 21-24 June in Providence Rhode Island. Registration is open at www.hearingloss.org/content/convention

Top-notch speakers from across the country will be on-hand to present workshops which are divided into the following tracks:

• Advocacy
• Assistive & Other Technology
• Hearing Aids & Cochlear Implants
• Relationships and Communication

The HLAA National Conference always has fantastic programs, and the vendor exhibit area is always my favorite place.

And with a thousand or more people with hearing loss in a great convention hotel is a great a great chance to meet or make friends who understand.

Hearing Loss Association of America is the largest non-profit for people with hearing loss in the world. The Wake Chapter meets in Raleigh, NC. Meetings are free and open to the public. Come and learn how you can make the most of your hearing (or how you can help friends or family members).

Who Should Be Involved
People with hearing loss, their family, friends and hearing health care professionals are encouraged to participate Hearing Loss Association of Wake County.

Make the most of your hearing.

Don’t Miss Attachements!
Know a potential sponsor for our Walk4Hearing? Or a potential non-profit that might want to be an Affiliate? Print the attached pages, put on your salesmsn hat, and help them decide!. Personal contact is the most effective sales pitch.

A Day at Jordan Lake?
Molly McDonald, one of our members, is inviting Deaf and Hard of Hearing people to get together for a day at the beach on Saturday April 28th at Jordan Lake State Park.

Entrance fee: Each vehicle will pay an entrance fee is $6.00 - cash only. I think the park opens at 8am or 9am. Anyone who wants to go earlier is welcome.

On site: Restrooms with showers, very nice children's playground, volleyball sand court, beach, roped in swim area for children, picnic tables and random charcoal grills. First come first served on the table.

Rules: No glass, no alcohol and very strict pet rules are in place. Please leave your pet at home, they will be much, much happier!

Bring: Lawn chairs, umbrellas, your own picnic food / drinks. Hat, sun shades, sun block, beach bucket & digging toys.

To confirm details please email Molly McDonald at macmolly@hotmail.com

HLA Wake Contacts
Steve:
steve.barber@earthlink.net
Janet:
jmgettrick@nc.rr.com
Or
919-469-0924
Yes, we are proud to support the Hearing Loss Association by sponsoring the North Carolina - Walk4Hearing walkathon, which will be held on Saturday, 13 October, 2012.

We hereby authorize Hearing Loss Association of America to include our corporate name or logo on the Walk4Hearing walker collection envelopes, Walk poster and official event T-shirt consistent with our sponsorship selection below.

- Platinum Sponsor $5,000
- Gold Sponsor $3,500
- Silver Sponsor $2,500
- Kickoff Event Sponsor $1,500
- Bronze Sponsor $1,000
- Supporting Sponsor $500
- Friends $250
- Kilometer Marker $100

NAME: 

COMPANY: 

COMPANY ADDRESS: 

CITY: STATE: ZIP: 

PHONE NUMBER: FAX NUMBER: 

CONTACT EMAIL ADDRESS: 

◊ OUR CHECK IS ENCLOSED ◊ PLEASE INVOICE US

PLEASE MAKE CHECK PAYABLE TO: WALK4HEARING

To ensure that your company name or logo is included, please return this form and any camera-ready artwork to the following address by Wednesday, August 1st, 2012. High resolution digital artwork (jpg, gif, tif or bmp) can be emailed. Please keep in mind that there are a variety of other corporate sponsorship opportunities available after the initial logo deadline.

North Carolina - Walk4Hearing
C/O Kathy Borzell
653 Trays Island Road #1936
Sapphire, NC 28774.

Contact: Email: kborzell@gmail.com Phone: 828-743-0150

Hearing Loss Association of America is a registered 501c3 charitable organization, see www.hearingloss.org

Help “...make hearing loss an issue of national concern.”, Rocky Stone, Founder 1925-2004
SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR $5,000

- Logo placement as Local Platinum Sponsor on the following items:
  - Walk Posters
  - T-Shirt
  - Website
  - Walk Envelopes
- Sponsor will be recognized in pre and post event mailings to walk supporters
- Listing in event-related news releases
- Sponsor will be recognized at the kickoff event
- May set up information booth at local walk event
- Sponsor’s banner may be displayed at the walk kickoff event
- Sponsor’s banner may be displayed at the walk event
- Sponsor’s banner ad, and right margin icon hosted on www.nc hearingloss.org
- Icon and link recognizing Platinum Sponsorship on www.nc hearingloss.org website

GOLD SPONSOR $3,500

- Logo placement as Local Gold Sponsor on the following items:
  - Walk Posters
  - T-Shirt
  - Website
  - Walk Envelopes
- Listing in event-related news releases
- Sponsor will be recognized at the kickoff event
- May set up information booth at local walk event
- Sponsor’s banner may be displayed at the walk kickoff event
- Sponsor’s banner ad, and right margin icon hosted on www.nc hearingloss.org
- Icon and link recognizing Gold Sponsorship on www.nc hearingloss.org website
- Sponsor’s banner ad, and right margin icon hosted on www.nc hearingloss.org

SILVER SPONSOR $2,500

- Logo placement as Local Silver Sponsor on the following items:
  - Walk Posters
  - T-Shirt
  - Website
  - Walk Envelopes
- Listing in event-related news releases
- Sponsor will be recognized at the kickoff event
- May set up information booth at local walk event
- Sponsor’s banner ad, and right margin icon hosted on www.nc hearingloss.org
- Icon and link recognizing Silver Sponsorship on www.nc hearingloss.org website
KICKOFF EVENT SPONSOR  $1,500

➢ Logo placement as Local Kickoff Event Sponsor on the following items:
  • Walk Posters  • T-Shirt  • Website  • Kickoff Invitations
➢ Listing in event-related news releases related to the kickoff event
➢ Sponsor will be recognized at the kickoff event
➢ Sponsor’s banner ad, and right margin icon hosted on [www.nchearingloss.org](http://www.nchearingloss.org)
➢ Icon and link recognizing Kickoff Event Sponsorship on [www.nchearingloss.org](http://www.nchearingloss.org) website

BRONZE SPONSOR  $1,000

➢ Logo placement as Local Bronze Sponsor on the following items:
  • T-Shirt  • National and NC Website  • Walk Posters

SUPPORTING SPONSOR  $500

➢ Logo placement as Local Supporting Sponsor on the following items:
  • T-Shirt  • National and NC Website

FRIENDS  $250

➢ Logo placement as Friends on the following items:
  • T-Shirt  • NC Website

KILOMETER MARKER  $100

➢ Name and message (business related, in honor of someone, or in memory of someone) will be placed on an 18” by 24” sign along Walk route plus recognition on NC website

OTHER SPONSORSHIP OPPORTUNITIES

Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation. For more information on sponsorship opportunities, please contact the HLA-NC Sponsorship Chair, Kathy Borzell, at:

Email: kborzell@gmail.com
Or phone: 828-743-0150
Hearing Loss Association of North Carolina announces a *Walk4Hearing* walkathon, which will be held on Saturday, 13 October, 2012.

Other Non-Profit Organizations are invited to participate in the NC *Walk4Hearing* and use funds raised by their teams for projects that benefit people with hearing loss.

Here’s how your Non-Profit organization can participate and benefit from the 2012 NC *Walk4Hearing*.

**Qualifying as an NC Walk4Hearing Alliance Organization**

- Your organization is a non-profit organization such as a civic organization or church.
- Your organization agrees to spend all funds raised from the 2012 NC *Walk4Hearing* on projects to benefit people with hearing loss.

**Applying for Alliance Status**

- Submit an application to be an Alliance organization
- Provide proof of your organizations tax exempt status

**Participating**

- Your Alliance team will be provided a web page at the NC *Walk4Hearing* web site.
- People can join your team and participate in the *Walk4Hearing*.
- People who want to support your team can donate to your team directly or through your team’s *Walk4Hearing* web page.

**Benefitting**

- Alliances will earn 40% of any funds donated to your NC *Walk4Hearing* team.
- Some Examples of projects that will benefit people with hearing loss
  - Installing Loop systems or purchasing Assistive Listening Systems.
  - Provide a scholarship for someone with hearing loss to attend an HLAA conference.
  - Funding camping opportunities for Deaf or Hard of Hearing children.
  - Providing captioning for people who are Deaf or Hard of Hearing.
  - Funding Communication Assistance Real Time or Computer Assisted Notetaking.
  - Funding Sign Language Interpreters or Cued Speech Translators
  - Purchasing hearing aids or assistive devices for people who can’t afford them.
  - Producing or publishing educational material about hearing loss.

North Carolina - *Walk4Hearing*
C/O Janet McGettrick
106 Quartermaine Ct.
Cary, NC 27513

Contact: Email: jmccgettrick@nc.rr.com  Phone: 919-469-0924
Hearing Loss Association of America’s
2012 Walk4Hearing and Alliance Group Agreement

Name of Alliance Group: ____________________________
Walk4Hearing Location: ____________________________

A Walk4Hearing alliance group represents a 501(c)(3) non-profit organizations or educational institutions such as a
school, hospital, hearing health-care-related group or house of worship that teams up with the Hearing Loss Association
of America (HLAA) to raise money by participating in the Walk4Hearing. The purpose of a Walk4Hearing alliance
agreement with HLAA is to bring local community groups and organizations together to raise money for, and support the
cause of, the Walk4Hearing. The alliance arrangement is a revenue sharing plan that gives other hearing-loss-related
groups a financial incentive to join the Walk4Hearing. The alliance group benefits by retaining a portion of the total
amount of money raised by their team(s).

The gross cash proceeds raised by alliance group team(s) are split as follow: 50% to HLAA, 10% to the local
Walk4Hearing site (to cover local Walk4Hearing costs), and 40% will go to the alliance group. HLAA uses its share of
gross cash proceeds to support its work in behalf of people with hearing loss and to provide funding support for the
Walk4Hearing including: Walk marketing materials distributed to every Walk site (folders, brochures, posters, etc.), t-
shirts for every walker who raises $100 or more, production and maintenance of the website (www.walk4hearing.org),
online donation facility to accept credit card donations, production of promotional materials (press releases, media
pieces and the like), support and guidance for walk site volunteers by two full-time staff persons.

The portion of money retained by the alliance group must be used for programs and/or services benefiting people with
hearing loss.

Please provide us with some ideas or plans of how the portion of the Walk4Hearing funds will be used:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

I have read, understand and agree to the procedure outlined above.

Print Name of Alliance Group Representative ____________________________
Signature ____________________________ Date ____________________________

Print Name of HLAA Local Walk Chair ____________________________
Signature ____________________________ Date ____________________________

Make Alliance proceeds check payable to: ____________________________

Mail Check to:
Name: ____________________________
Address: ____________________________
City: ____________________________ State: ____________ Zip Code: ____________
Contact E-mail / Phone: ____________________________

The Nation’s Voice for People with Hearing Loss
7910 Woodmont Avenue Suite 1200 Bethesda, MD 20814
www.hearingloss.org