



 **KEEP ON  
KEEPING ON  
FOUNDATION**



**2016 TEAM KOKO CHALLENGE**  
**40 DAYS. ONE TEAM.**  
**INFORMATION & PARTNERSHIP OPPORTUNITIES**



# WHO WE ARE

Founded in 2007, and based in Chicago, IL, the **Keep On Keeping On Foundation (Team KOKO)** is dedicated to assisting those living with severe physical disabilities, and challenging all to make a difference in their communities. The Center for Disease Control and Prevention (CDC) estimates that the average out-of-pocket cost of living with a severe physical disability is over **\$1 million in additional expenses.**

## MEET THE TEAM



## 2016 TEAM KOKO CHALLENGE

### IT ALL STARTED IN AUGUST 2005...

KOKO Founder and President, Tim Wambach, decided he was going to run from Orlando to Chicago that summer to honor his friendship with Mike Berkson, a then 12-year-old boy living with cerebral palsy. Tim's goal for the run was to **help raise awareness about the daily struggles of living with a severe physical disability.** Despite never being a runner, Tim found himself on a one-man, **1,200-mile journey** that sparked a movement and launched the Keep On Keeping On Foundation (Team KOKO).

Chicago Tribune



Friend, in deed

Orlando Sentinel

1,200 MILES TOWARD A CAUSE



## ONE TEAM. ONE GOAL.

### 40 DAY CHALLENGE

From August 29 to October 8, 2016, thousands of Team KOKO members will **challenge themselves** by pushing their individual limits and achieving personal goals. Each 40 Day Challenge will be **unique and different.** The goal is to raise at least **\$1 million** to greatly improve Team KOKO's capacity to provide support and expand services on behalf of those living with severe physical disabilities.



**"I NEVER DWELL ON MY LIMITATIONS. INSTEAD, I PONDER UNLIMITED POSSIBILITIES."**

**- MIKE BERKSON**

Specifically, the following program initiatives will be enacted as a result of these efforts:

## COMMUNITY OUTREACH & EDUCATION

Since 2010, Team KOKO Founder and President Tim Wambach and Mike Berkson performed **Handicap This!** - a live-stage adaption of their storied friendship. To date, over 110,000 live audience members have been educated and entertained by Tim and Mike's powerful and inspirational message.

A majority of the over 120 live performances have been at high schools, universities, or related community groups. Funds raised from The 2016 Team KOKO Challenge will allow us to reach new audiences in more efficient and innovative ways, allowing the show to be much more accessible to a wider audience, specifically in economically disadvantaged schools and communities nationwide.



"Although I am different, in many ways I am the same as all of you. My body might not be in your world, but my mind is."

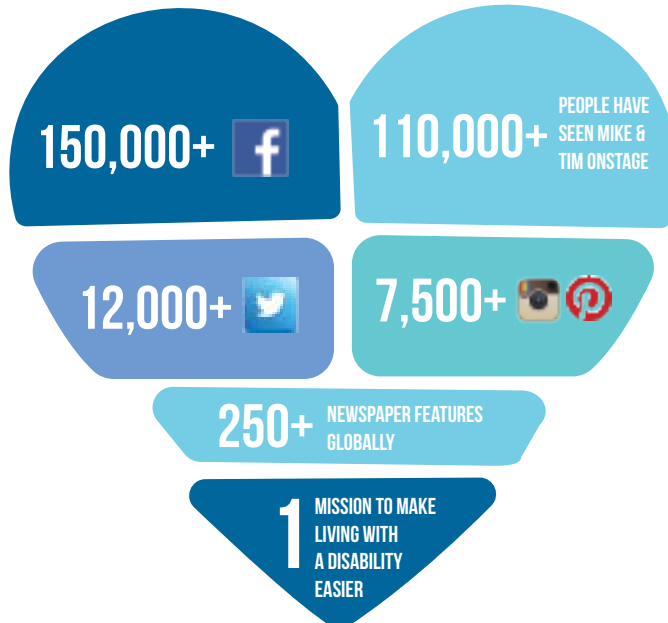
- Mike Berkson Handicap This!

## THE ACCESSIBILITY PROJECT

KOKO's new assistance program provides free construction services, including materials and labor, to those who need help making their homes more handicap accessible (i.e: ramps, widened doorways, stair lifts, etc.)



## TEAM KOKO BY THE NUMBERS



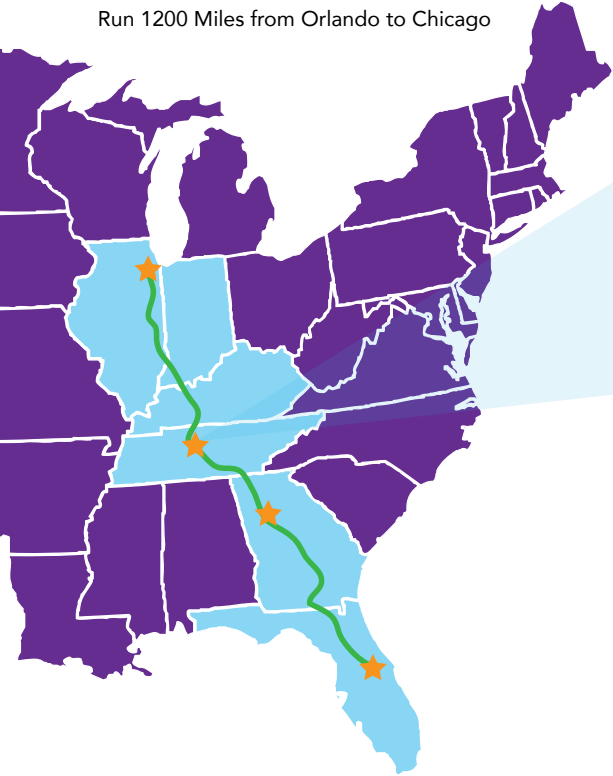
## DIRECT SERVICE

Since 2007 we have capped our financial support to a maximum of \$5000 per case served. The vast majority of those we serve are in dire need of necessary medical equipment or services. However, the majority of new support requests we receive far exceeds our financial limits. As part of our strategic plan, funds raised from The 2016 KOKO Challenge will triple our limit to a maximum of \$15,000 per case and will significantly increase our total number of cases served, with a goal of accepting at least **100 new direct support cases for fiscal year 2017.**

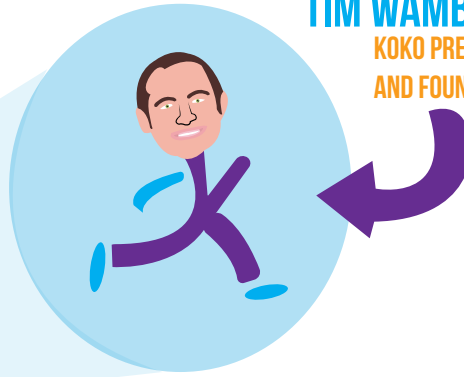


# TIM'S #RUN4KOKO

Run 1200 Miles from Orlando to Chicago



**TIM WAMBACH**  
KOKO PRESIDENT  
AND FOUNDER



## KEEP ON KEEPING ON...

Team KOKO plans to host a series of community events, including full **Handicap This!** Performances, at major stops along the run route in the following states:

**FLORIDA - AUG 29 - SEPT 13** | **GEORGIA - SEPT 14 - 20**

**TENNESSEE - SEPT 21 - 26** | **KENTUCKY - SEPT 27 - 30**

**INDIANA - OCT 1 - 7** | **ILLINOIS / FINISH LINE - OCT 8**

## HOW YOU CAN HELP

A successful run requires a lot of equipment. Help sponsor Team KOKO by providing gear, travel expenses, and other goods to make the run successful!



## #TEAMKOKO

Challenge participants will be part of a **peer-to-peer marketing campaign** to help Team KOKO reach our fundraising goal! Become a level sponsor (as described on the next page) or **pledge to raise \$100** to become an official member of Team KOKO! At least **1200 team members** will create their own fundraising page and share their personal goals within their networks.

## MY 40 DAY CHALLENGE IS TO...

(Over 1200 team members are expected to participate!)

JEN



MEDITATE EVERYDAY TO QUIET MY MIND

KATIE



I PLEDGE TO STAND IN MY WHEEL CHAIR FOR 40 MINUTES PER DAY

SARAH



PAINT A UNIQUE ARTWORK EACH DAY

JOHNATHAN



SPEND 40 MINUTES A DAY MAKING MY FAMILY SMILE

# SUPPORT LEVELS

1 AVAILABLE

**TITLE SPONSOR**  
\$50,000

As the **2016 Team KOKO Challenge** Title Sponsor, all official marketing materials will include your company name in the official heading! You will also receive exclusive title sponsorship branding **at our culminating Finish Line Event** on Saturday October 8, 2016.

4 AVAILABLE

**KICKOFF SPONSOR**  
\$25,000

Be the exclusive sponsor of a promotional kickoff event prior to the official start of the **2016 Team KOKO Challenge** on August 29th!

Kickoff event takes place separately in Orlando TBD in coordination with sponsors upon request.

Level also includes premium brand placement on all **#TeamKOKO Challenge** promo materials.

6 AVAILABLE

**AWARENESS SPONSOR**  
\$15,000

During the **2016 Team KOKO Challenge**, there will be a series of community awareness events at major stops along the run route.

Level includes exclusive sponsorship of at least 1 of 6 events featuring a live performance of Handicap This!

Level also includes premium brand placement on all challenge promo materials, as well as "Daily Sponsor" status to coincide with date of exclusive events.

40 AVAILABLE

**DAILY SPONSOR**  
\$10,000

The **2016 Team KOKO Challenge** will feature 40 daily sponsors.

Each day will feature exclusive promotional opportunities, daily blog/video journal sponsorships, logos on daily apparel worn by Tim, and other 2016 Team KOKO Challenge participants.

Additionally, each Team KOKO member will have exclusive "Day Tracker" ads listed on individual fundraising pages (min. 1200 pages).

Interested in becoming a **TEAM KOKO Member** or a sponsor?

Contact Dave Kunicki  
KOKO Executive Director  
E: [Dave@teamkoko.org](mailto:Dave@teamkoko.org)  
C: 312.286.3387

Sign up directly at [My40.org](http://My40.org)



Have a live presence, including vendor table, at our **Finish Line Event** on October 8th. Also receive logo placement on all promotional materials, as well as sponsor mentions at all community events along the run route.

**ACCESSIBILITY**  
\$5,000

**ACCEPTANCE**  
\$2,500

Receive logo placement on all promotional materials and have a live presence at our **Finish Line Event** on October 8th.

Get your name on all promotional materials for the 40 Day Challenge, as well as all benefits of the **Courage Level** sponsor.

**COMMUNITY**  
\$1,000

**COURAGE**  
\$500

Get your name on all promotional materials.

Receive a **2016 Team KOKO Challenge** T Shirt.

**TEAM KOKO**  
MIN \$100

All sponsor levels at \$1,000 and up will receive special recognition at our **Finish Line Event** at MB Financial Park in Rosemont, IL on October 8th.