



# Remembering Michael T. Sot HERO WALK

**JOHN R. ELLIOTT HERO CAMPAIGN FOR DESIGNATED DRIVERS®**

**JOIN US TODAY to help end drunk driving!**

**The HERO Walk remembering Michael T. Sot will be held  
Saturday, June 18, 2022 • Clark, NJ • 11am**

Check-in/final registration starts at 10am & opening ceremonies at 10:45am.

Registration: \$25/Adults • \$15 Students. Includes T-Shirt.

Additional fundraising encouraged. Funds raised benefit the John R. Elliott HERO Campaign for Designated Drivers,® a non-profit organization whose mission is to prevent drunk driving tragedies by promoting the use of safe and sober designated drivers. [HEROcampaighn.org](http://HEROcampaighn.org)



*Michael T. Sot was doing the right thing as a designated driver for his friends when a drunk driver drove into his car killing Michael and injuring his friends.*

*Michael was a sophomore at The College of New Jersey (TCNJ) where he was a Math Major with the aspiration of becoming an actuary. He was a member of The Phi Kappa Psi National Fraternity.*

*Those that knew Michael remember him as an individual that would always put others before himself. He was a trusted and a caring friend to all, and always did the right thing.*

*In Michael's memory, please join the HERO Walk and help our efforts to end drunk driving.*

*Thank you!*

**Mike Sot is a HERO Sponsor**

**\$2,000**

- Brand Recognition in the registration area & along the walk route • Logo & Link on HERO Walk Website
- Logo on Walk E-blasts, social media posts, & select promotional pieces • Table available for a display
- Top billing on Event T-shirt & Sponsor Banner • 10 Complimentary Walk/Run Registrations and T-shirts

**Gold Sponsor**

**\$1,000**

- Brand recognition in the registration area • Logo on HERO Walk Website • Logo on Walk E-blasts • Name on social media posts, & select promotional pieces. • Table available for a display • Gold Status of logo on Event T-shirt & Sponsor Banner • 6 Complimentary Walk/Run Registrations and T-shirts

**Silver Sponsor**

**\$500**

- Name on Walk Website • Name on select promotional pieces. • Silver Status for logo on Event T-shirt & Sponsor Banner • 4 Complimentary Walk/Run Registrations and T-shirts

**Bronze Sponsor**

**\$250**

- Name on Event T-Shirt • Bronze Status for Logo on Sponsor Banner
- 2 Complimentary Walk/Run Registrations and T-shirts

**Friends of Mike Sot Directional Sign Sponsor**

**\$100**

- Name/Logo on a Walk Route Sign and Sponsor Banner

**Other Donation Amount** \_\_\_\_\_

• Recognized on thank you poster.

**To Make the T-shirt - Due Date is Wednesday, May 18, 2022**

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company/Organization (optional): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax (optional) : \_\_\_\_\_

Check Enclosed/Check # \_\_\_\_\_ (Checks may be made out to "HERO Campaign")

Charge to my credit card (please circle one)   

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name & Address of Card Holder \_\_\_\_\_

**For additional information on sponsorships or the Remembering Michael T. Sot HERO Walk, please contact:**

**Julia Sapia at 732-713-3638 or Pam at 609-626-3880 • [info@HEROcampaighn.org](mailto:info@HEROcampaighn.org)**



[HEROcampaighn.org](http://HEROcampaighn.org)

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Event proceeds benefit the John R. Elliott HERO Campaign for Designated Drivers®

• Tax I.D. # 22-3760241 • 501(c) (3)

Registered Organization • NJ Charities

Registration #CH1891800