



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 10, 2023 • 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. HEROcampaign.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 11, 2023

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:

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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