

 FRIENDSHIP CIRCLE

2019


CORPORATE SPONSORSHIP

WHO WE ARE

Dear Friend of the Community,

A life without friendship or purpose is no life at all. Every day, a staggering number of children and young adults with special needs face their world alone. Friendship Circle was founded in pursuit of breaking down these walls of isolation. By identifying the overwhelming need for a place of friendship and inclusion for individuals with special needs, Friendship Circle is living out a critical mission through something as pure as friendship.

Since its founding in 1994, Friendship Circle has proudly served over 3,500 children with special needs with the help of 900 weekly volunteers and 30 weekly and seasonal programs. We haven't stopped there - the Farber Center has added considerable dimension to our organization by providing culinary, creative and vocational opportunities for adults with special needs.

Now celebrating its 13th year, the Walk4Friendship has the power to raise a considerable portion of our overall operating budget for one year. Held on September 1st in West Bloomfield, more than 5,000 supporters from varying backgrounds will come together and go the distance as one.

This year, our goal is to raise \$750,000 for our organization, much of which is achieved through corporate sponsorships. We are asking companies in the area to step up and play a key role in the success of the Walk and the days that follow. As a Friendship Circle sponsor, not only will your company stand for an invaluable cause, but also gain relevant brand exposure across metro Detroit.

I invite you to review this year's sponsorship levels and the incentives of each. Thank you in advance for your thoughtful consideration and for working to reinforce our place within the community we serve.

In Friendship,

Rabbi Levi Shemtov

Executive Director



WHY PARTNER WITH US?



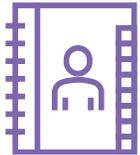
Be a Community Champion

Having a presence as a Friendship Circle corporate sponsor positions you and your business as a friend and supporter of individuals with special needs. You gain respect and credibility in southeast Michigan by standing out and prominently displaying your brand.



Get in Front of Your Target Market

Friendship Circle has a diverse community of parents, donors, children, teens and supporters. A corporate sponsorship with Friendship Circle will give you the opportunity to get in front of a demographic that is valuable to your company.



Lead Generation and New Contacts

Through a number of sponsorship opportunities that Friendship Circle provides, you will have several opportunities to network with potential clients or customers and develop potential leads for your company.



Get Your Brand Noticed

By being featured in online and offline promotions, your brand and company will receive increased awareness and recognition.



Leadership Will Grow Your Business

By showing that you champion causes in your community, you present yourself as an upright company who is active and supportive of local organizations. Consumers and business owners love to shop or work with companies who care.



Market Your Business Inexpensively

We all know how much advertising your business can cost. It can cost thousands of dollars or more to place ads in well-known newspapers! Spending that same amount as a sponsor is a much wiser investment that will bring a greater return.



Bronze Level Sponsorship

\$2,500

Walk Benefits

- Logo Displayed on Walk4Friendship Website**
 Friendship Circle will display your company logo in a rotating format on the Walk4Friendship home page as well as on a dedicated sponsor page. When your logo is clicked, it will link to your company website.
- Logo Displayed on All Ads for Walk4Friendship**
 All newspaper ads placed in the Jewish News, West Bloomfield Beacon and other print media will display your company logo.
- Logo Included on Walk4Friendship Start Line Banner**
 Friendship Circle displays a 30-foot banner at the starting line of Walk4Friendship. Your company's logo will be displayed on the banner.
- Logo Included on 5,000 Walk4Friendship Shirts**
 Friendship Circle distributes 5,000 t-shirts to Walk4Friendship participants. These shirts are worn at the walk and year round. Your logo will be prominently displayed on these shirts.
- Emcee Acknowledgement at Opening Ceremony**
 Your company's name will be mentioned and recognized for its support of Friendship Circle at the opening ceremony of Walk4Friendship.

2018 Bronze Sponsors





Silver Level Sponsorship \$5,000

Walk Benefits

- Logo Displayed on Walk4Friendship Website
- Logo Displayed on All Ads for Walk4Friendship
- Logo Included on Walk4Friendship Start Line Banner
- Logo Included on 5,000 Walk4Friendship Shirts
- Emcee Acknowledgement at Opening Ceremony
- **Logo Included on Walk4Friendship Emails**
Friendship Circle sends out regular Walk4Friendship promotional emails during the summer months (at least five emails) to over 10,000 people. Your logo, with a link to your company, will be prominently displayed.

2018 Silver Sponsors





Gold Level Sponsorship
\$10,000

Walk Benefits

- Logo Displayed on Walk4Friendship Website
- Logo Displayed on All Ads for Walk4Friendship
- Logo Included on Walk4Friendship Start Line Banner
- Logo Included on 5,000 Walk4Friendship Shirts
- Emcee Acknowledgement at Opening Ceremony
- Logo Included on Walk4Friendship Emails
- **Sponsor of a Walk Activity**
As a Gold Level sponsor or higher, you will have the opportunity to be a sponsor of one of the many entertainment options at the post-walk carnival at Walk4Friendship. Examples include sponsoring a show, ride, craft activity and more.

2018 Gold Sponsors





Platinum Level Sponsorship \$18,000

Walk Benefits

- Logo Displayed on Walk4Friendship Website
- Logo Displayed on All Ads for Walk4Friendship
- Logo Included on Walk4Friendship Start Line Banner
- Logo Included on 5,000 Walk4Friendship Shirts
- Emcee Acknowledgement at Opening Ceremony
- Logo Included on Walk4Friendship Emails
- Sponsor of a Walk Activity
- **Dedicated Company Booth at Walk4Friendship**
Have your own company tent and table at Walk4Friendship. This is an opportunity to provide information, giveaways and activities related to your company and brand to over 5,000 walkers.

2018 Platinum Sponsors





Diamond Level Sponsorship \$25,000

Walk Benefits

- Logo Displayed on Walk4Friendship Website
- Logo Displayed on All Ads for Walk4Friendship
- Logo Included on Walk4Friendship Start Line Banner
- Logo Included on 5,000 Walk4Friendship Shirts
- Emcee Acknowledgement at Opening Ceremony
- Logo Included on Walk4Friendship Emails
- Sponsor of a Walk Activity
- Dedicated Company Booth at Walk4Friendship
- **Dedicated Offers to Walk4Friendship Participants**
Friendship Circle will send out a dedicated email to all Walk participants (5,000+ people) with information about your company or a special offer that you would like to provide.
- **Corporate Lunch for 20 at Soul Café**
Host your next team meeting or treat your team to a special lunch at Friendship Circle's five-star rated Soul Café. The Soul Café provides a mouthwatering menu featuring gourmet soups, salads, sandwiches, pizzas, pastas and more in a warm and relaxed environment.
- **Use of Friendship Circle Event Space**
Hold a basketball tournament in the Elkus Gym, plan a company volunteer day in the Weinberg Village, or use the events room in the Farber Center for a company meeting.

2018 Diamond Sponsors



ABOUT FRIENDSHIP CIRCLE

Friendship Circle is a home away from home for individuals with special needs that reside in southeast Michigan.

Friendship Circle provides assistance and support to 3,500 individuals with special needs and their families by providing recreational, social, educational and vocational programming. In addition to helping those in need, the Friendship Circle enriches its vast network of volunteers by enabling them to reap the rewards of selfless giving. Friendship Circle also provides support to individuals and families struggling with isolation, addiction and other family-related crises.

Our Mission

Friendship Circle creates friendship in the lives of individuals with special needs and those facing isolation while providing an opportunity to become a contributing member of the community. Through our programming, Friendship Circle aims to promote an inclusive community that values all individuals regardless of the challenges they face.

Our Values

Friendship Circle is founded upon the idea that within each person is a soul, and that soul is equal and worthy of boundless love. With this inspiration, the lives of the families we serve are enhanced while the volunteers reap the rewards of selfless giving.



OUR PROGRAMS

Friendship Circle consists of five divisions, all of which benefit from corporate sponsor donations.

After School Programs

On Sundays and after school, teen volunteers are paired with individuals that have special needs. Together they participate in one of Friendship Circle's 30 weekly programs. In the summer months, Friendship Circle offers summer camps and a number of other fun activities.

Lessons for Life

Lessons for Life fills the gap between classroom learning and real world experiences by teaching life skills to students with special needs using a 5,000 square-foot, true-to-life cityscape. This gives students the opportunity to confidently assume responsibility and independence in the outside world. Over 2,000 students from southeast Michigan participate annually in the Lessons for Life program.

Soul Projects

Soul Projects in the Farber Center expand Friendship Circle's programs into the lives of adults with special needs through the culinary, digital and traditional arts. Complete with Soul Café, a gallery and art studios, adults learn crucial vocational skills, harness their creativity and create beautiful pieces of art.

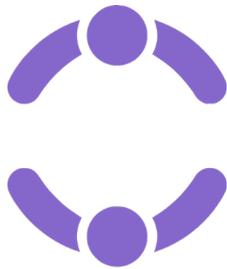
Daniel B. Sobel Friendship House

The Daniel B. Sobel Friendship House provides support and guidance to individuals and families struggling with isolation and other life crises, such as addiction, through a welcoming Jewish recovery community that offers friendship, support and a variety of programs that facilitate lasting success.

UMatter

UMatter, built upon the foundation of the Friendship House, focuses specifically on teens that are struggling. Under the guidance of Rabbi Yarden Blumstein, UMMatter operates on a peer-to-peer model of teens helping their peers overcome stigmas and other obstacles related to mental health.





FRIENDSHIP CIRCLE

To learn more about Friendship Circle's
corporate sponsorship opportunities,
please contact Levi Shemtov at
levi@friendshipcircle.org.

**Friendship Circle
Meer Center**

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