



# WALK 4 FRIENDSHIP

SUNDAY, MAY 3, 2020



# Friendship Circle of Atlanta

**RABBI YALE NEW**  
EXECUTIVE DIRECTOR

**RABBI SHLOMO FREEDMAN**  
DIRECTOR OF DEVELOPMENT

**RICKELLE NEW**  
DIRECTOR OF OPERATIONS

**CHANKY FREEDMAN**  
FAMILY LIAISON  
AND ADMINISTRATOR

**SONIA HOFFMAN**  
PROGRAM DIRECTOR

## BOARD OF DIRECTORS

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**Dear Friend of the Community,**

Being a Friendship Circle partner is a unique opportunity to invest in your community AND gain brand exposure across Metro Atlanta. Friendship Circle is a non profit that combats the loneliness and isolation of individuals with special needs and their families through innovative social programs.

On Sunday, May 3, 2020, Friendship Circle is hosting their annual premier fundraiser walk4friendship and we invite you to be an event sponsor. We will walk in celebration of our differences and to raise funds and increase awareness for Friendship Circle. This event will bring together over 500 families, businesses and organizations. This year, our goal is to raise \$100,000 for our organization. By partnering with us you will better the lives of so many as we work to build an inclusive community.

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 brightening the future for so many!

We encourage you to attend one of our many programs and witness the joy our special friends and volunteers share!

In Friendship,  
**Rabbi Yale New**  
Executive Director

**Together, We Can Perform Miracles!**

*Providing social, educational and recreational experiences  
for individuals with Special needs*

# ABOUT THE FRIENDSHIP CIRCLE

## OUR MODEL

Friendship Circle extends a helping hand to families who have children or young adults with special needs, involving them in a full range of social and recreational programs through volunteer outreach. While giving Friendship to a child, our teenage volunteers themselves become empowered, enriched, and profoundly transformed, enabling friendship to work both ways!

We are made up of five parts: our Volunteers, our Special Friends, our Families, our Staff, and our Supporters. The true beauty is how we all link together to form a seamless circle of friendship that brings awareness and acceptance into the lives and hearts of those in our circle and the community as a whole.

## OUR IMPACT

Friendship Circle is providing service to **over 80 individuals with special needs** and their families through programs, services and workshops offering our special friends an opportunity to build their social skills.

The Friendship Circle works with **over 120 dedicated volunteers** from throughout the community, fostering values of altruism and volunteerism while changing their lives in a positive way.

## OUR VISION

In our community, 1 in every 8 families has a loved one diagnosed with a special need, and that statistic is steadily rising.

By continuing to grow the opportunity for more children to benefit from the mission through an increased number of programs and services via partnerships and sponsorships, the Friendship Circle will be a positive factor of change in more lives.

## Our Programs

Friends at Home • Sunday Programs • Friends in Action • Parent Events • Holiday Events • Volunteer Educational Seminars Birthday Club • Experiential Learning Programs • Parent Support Groups • Summer Camp • Walk4Friendship • Community Awareness



# LEVELS AND BENEFITS

## **\$18,000 Title Sponsor** | 20 special friends sponsored for a year

- Exclusive Sponsorship
- Top logo on home page of MyWalk4Friends website
- Top logo on all printed ads and other promotional material
- Top logo on MyWalk4Friends t-shirt
- Top logo on MyWalk4Friends banner
- Top logo on signs along walk route
- Recognition in email blasts and alerts
- Tent and table provided at MyWalk4Friends community event
- Opportunity to publicly speak on behalf of your company at opening ceremony
- Acknowledgement in local Atlanta newspapers and social media reaching approx 150k views
- Dedicated email and social Media Post Announcing Your Support
- Personalized corporate team t-shirts
- Sponsor Recognition Plaque
- Corporate walking signs
- Logo Included on our website, program Guide and other FC materials.

## **\$10,000 Platinum Sponsor** | 11 special friends sponsored for a year

- Prominent logo on website with hyperlink to your site
- Logo on all printed ads and other promotional material
- Prominent logo on MyWalk4Friends t-shirt
- Prominent logo on MyWalk4Friends banner
- Prominent logo on signs along walk route
- Recognition in email blasts and alerts
- Tent and table provided at MyWalk4Friends community event
- Event day emcee acknowledgement
- Personalized corporate team t-shirts
- Corporate walking signs
- Sponsor Recognition Plaque
- Logo Included in Program Guide

## **\$5,000 Gold Sponsor** | 5 special friends sponsored for a year

- Logo on website with hyperlink to your site
- Logo on all printed ads and other promotional material
- Logo on MyWalk4Friends t-shirt
- Logo on MyWalk4Friends banner
- Logo on signs along walk route
- Recognition in email blasts and social media
- Personalized corporate team t-shirts
- Table provided at MyWalk4Friends community event
- Corporate walking signs
- Sponsor Recognition Plaque

# LEVELS AND BENEFITS

## **\$3,600 Silver Sponsor** | 4 special friends sponsored for a year

- Logo on website with hyperlink to your site
- Logo on all printed ads and other promotional material
- Logo on MyWalk4Friends t-shirt
- Logo on MyWalk4Friends banner
- Logo on signs along walk route
- Social media recognition
- Personalized corporate team t-shirts
- Table provided at MyWalk4Friends community event
- Corporate walking signs

## **\$1,800 Bronze Sponsor** | 2 special friends sponsored for a year

- Logo on website with hyperlink to your site
- Logo on some printed materials
- Logo on MyWalk4Friends t-shirt
- Logo on MyWalk4Friends banner
- Social media recognition
- Corporate walking signs

## **\$1,000 Circle Sponsor** | 1 special friend sponsored for a year

- Logo on website with hyperlink to your site
- Logo on some promotional materials
- Logo on MyWalk4Friends t-shirt
- Logo on MyWalk4Friends banner
- Corporate walking signs

## **\$500 Friend Sponsor** | Partner

- Logo on website with hyperlink to your site
- Logo on MyWalk4Friends t-shirt
- Recognition at the walk community event

# 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 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 & 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

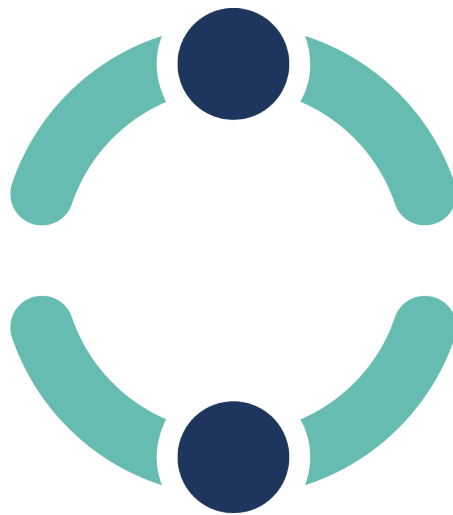
We all know how much advertising your business can cost. It can cost thousands of dollars or more to place ads in well-known newspapers! Spending that same amount as a sponsor is a much wiser investment that will bring a greater return.

**TO PARTNER WITH US  
PLEASE CONTACT  
SHLOMO - SHLOMO@FCATLANTA.ORG  
OR VISIT OUR PAGE**

**[WWW.WALK4FRIENDSHIPATLANTA.COM/STATIC/SPONSORS](http://WWW.WALK4FRIENDSHIPATLANTA.COM/STATIC/SPONSORS)**

Checks made payable to: 'Friendship Circle of Atlanta'  
In memo field, write 'Sponsorship 2020''

Mail to: Friendship Circle of Atlanta  
5180 Roswell Rd, Atlanta, GA, 30342



## ***SOME OF OUR PAST SPONSORS***

*ABELER IMPORTS | ADMH | AGH | ANNANDALE VILLAGE | ANSLEY PARK  
A PLUS | APRIO | BOOKER PROMOTIONS | CLASSIC TENTS | COSTCO | ELIZABETH GALLO COURT  
REPORTING | FINE PRODUCTIONS | GANEK WRIGHT MINSK PC | HEWLETT PACKARD  
JAYERAM AND ASSOCIATES | KESSLER & SOLOMIANI FAMILY LAW | KROGER FOUNTAIN OAKS  
KWALU | MACARONI KID | PARIAN INVESTMENTS | PATIENTCO | PUBLIX | RAMIE TRITT FAMILY  
FOUNDATION | RED LIGHT MANAGEMENT | ROCK TO THE RESCUE | ROSS & PINES LLC  
SOLOMON BROTHERS FINE JEWELRY | THE KAUFFMAN CLINIC | UNITED CEREBRAL  
PALSY OF GEORGIA | VIBE ENTERTAINMENT*