



FriendshipCircle
OF CENTRAL JERSEY

Everyone deserves a friend. Join us.

GIVING BACK • WALK4FRIENDS CORPORATE SPONSORSHIP 2019



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 2001 with the intent 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.

Now celebrating its 11th year, Walk4Friends has the power to raise a considerable portion of our overall operating budget for one year. On May 19th, more than 1,500 supporters from varying backgrounds will come together and go the distance as one.

This year, our goal is to raise \$175,000 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 Monmouth, Middlesex and Ocean counties.

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,

Chana'le Wolosow
Director of Friendship Circle



ABOUT FRIENDSHIP CIRCLE

Friendship Circle is a home away from home for individuals with special needs.

Friendship Circle provides assistance and support to 400 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.

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

Friends at Home • Sunday Programs • YAD • YAD Jr. • Sports and Swim • Hanging with Friends • Torah Circle • Parent Events • Holiday Events • Volunteer Educational Seminars • MVP Course • Loaves of Love • Teen High School Clubs • Winter Camp • Summer Camp • Walk4Friends • Community Awareness



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 Monmouth County 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.

YOUR IMPACT:

over
500
VOLUNTEERS
spend a total of
12,000
HOURS

BEFRIENDING

250 | **150**
special children | special teens & young adults

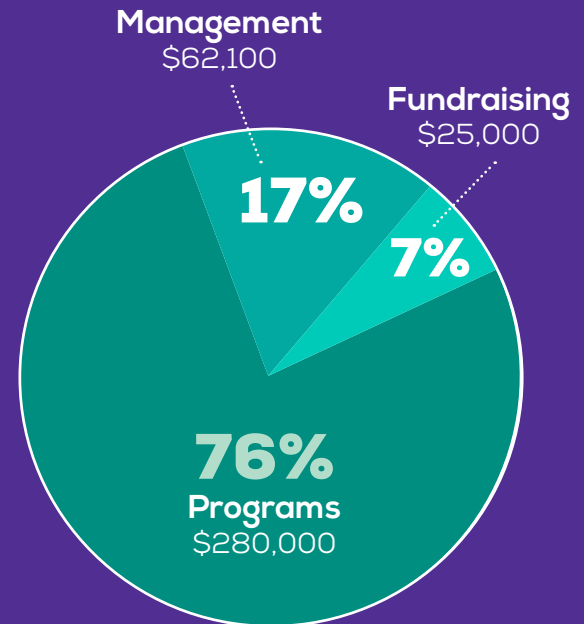
DURING

168
PROGRAMS
throughout the year

over
6,000
COMMUNITY REACH

60
SCHOLARSHIPS GIVEN

Where the Money Goes:



TOTAL: \$367,000



PLEASE JOIN US IN GIVING

Emma, a 9-year-old participant from Monroe, NJ, joined Friendship Circle two and a half years ago. Her mother, Shari Weissman, says, “Emma goes to the Sunday program from 3-5, and gives the family a break every Sunday. Everyone is so warm and friendly there, she gets very excited to go every week. She received a specialized bicycle from one of the Friendship Circle donors, which she loves, because she has a similar bike at school. Emma likes walking around and being amongst people.”

In addition to Emma benefiting from the programs Friendship Circle has to offer, Emma’s family is able to use her time there as an opportunity to relax, knowing that she’s in a safe and supportive environment. Caregiver stress is a very real issue, and it’s so important for families who have children with special needs to step away for a little while and recharge. Some “off” time for the family means better care and support for the child. It’s also an excellent way to begin to impart the idea of independence. For Emma and her family, participating in Friendship Circle is a recipe for success.

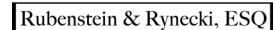
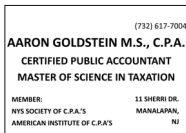
“Sundays at Friendship Circle are a highlight of her week,” adds Shari.



“We are so blessed and grateful to G-d for what He has given us, we just want to give back whatever we can. If we can do anything to free children from physical and emotional isolation than that’s what we love to do. You don’t give to Friendship Circle, you receive.”

JERRY & WENDY MARKS
FRIENDSHIP CIRCLE SUPPORTERS

SOME PAST SPONSORS



SPONSORSHIP LEVELS

SMILE SPONSOR: \$500

✓ Sponsor Recognition Plaque

Your company will be recognized and presented with a plaque for its support of Friendship Circle at Walk4Friends.

✓ Logo Displayed on Walk4Friends Website

Your company's logo in a rotating format on the Walk4Friends homepage as well as on a dedicated sponsor page. When your logo is clicked, it will link to your company website.

✓ Social Media Post Announcing Your Support

Your company's name will be tagged and recognized for its support of Friendship Circle on Facebook and Instagram.

✓ Logo Included on Walk4Friends T-shirts

Friendship Circle distributes 1,500 t-shirts to Walk4Friends participants. These shirts are worn at the walk and year round.

✓ Logo Displayed on Sponsor Sign at Walk4Friends Event

Friendship Circle displays signage at 4 locations at Walk4Friends. Your company's logo will be displayed on the banner.

WALK SPONSOR: \$1,000

✓ Emcee Acknowledgment at Opening Ceremony

Your company's name will be mentioned and recognized for its support of Friendship Circle at the opening ceremony of Walk4Friends.

✓ Logo Displayed on Walk4Friends Walk Route

Your logo will be placed on signage along the walk route.

✓ Sponsor Recognition Plaque

✓ Logo Displayed on Walk4Friends Website

✓ Social Media Post Announcing Your Support

✓ Logo included on Walk4Friends T-shirts

✓ Logo Displayed on Sponsor Sign at Walk4Friends Event

RUN SPONSOR: \$1,800

✓ Logo Included on Printed Newspaper Ads

All Walk4Friends newspaper ads and other print media will display your company logo.

✓ Logo Displayed on Friendship Circle Website Sponsor Page

Logo will be displayed on sponsors page on Friendship Circle website. When your logo is clicked it will link to your company website.

✓ Emcee Acknowledgment at Opening Ceremony

✓ Logo Displayed on Walk4Friends Walk Route

✓ Sponsor Recognition Plaque

✓ Logo Displayed on Walk4Friends Website

✓ Social Media Post Announcing Your Support

✓ Logo included on Walk4Friends T-shirts

✓ Logo Displayed on Sponsor Sign at Walk4Friends Event

ROLL SPONSOR: \$3,600

✓ Logo Included on Promotional Flyers

All Walk4Friends flyers posted in local libraries, stores and offices will display your company logo.

✓ Logo Included on Walk4Friends E-mails

Friendship Circle sends out regular Walk4Friends promotional emails during the Winter-Spring months (at least five emails) to over 6,000 people. Your logo, with a link to your company will be prominently displayed.

✓ Logo included on Printed Newspaper Ads

✓ Logo Displayed on Friendship Circle Website Sponsor Page

✓ Emcee Acknowledgment at Opening Ceremony

✓ Logo Displayed on Walk4Friends Walk Route

✓ Sponsor Recognition Plaque

✓ Logo Displayed on Walk4Friends Website

✓ Social Media Post Announcing Your Support

✓ Logo included on Walk4Friends T-shirts

✓ Logo Displayed on Sponsor Sign at Walk4Friends Event

SPRINT SPONSOR: \$5,000

✓ Company Sponsorship of a Walk Activity

Opportunity to be a sponsor of one of the many entertainment options at the post-walk carnival at Walk4Friends. Examples include sponsoring a show, ride, craft activity and more.

✓ Press Release Mention

Friendship Circle sends out a press release announcing the event, which is picked up by multiple print and online media channels. Your company being included means great exposure.

✓ Logo Included on Promotional Flyers

✓ Logo Included on Walk4Friends E-mails

✓ Logo included on Printed Newspaper Ads

✓ Logo Displayed on Friendship Circle Website Sponsor Page

✓ Emcee Acknowledgment at Opening Ceremony

✓ Logo Displayed on Walk4Friends Walk Route

✓ Sponsor Recognition Plaque

✓ Logo Displayed on Walk4Friends Website

✓ Social Media Post Announcing Your Support

✓ Logo included on Walk4Friends T-shirts

✓ Logo Displayed on Sponsor Sign at Walk4Friends Event

FRIEND SPONSOR: \$7,500

✓ Dedicated Company Booth at Walk4Friends

Have your own company tent and table at Walk4Friends. This is an opportunity to provide information, giveaways and activities related to your company and brand to over 1,500 walkers.

✓ Promotional Item in T-shirt Bags

Friendship Circle distributes t-shirt bags. Your company's promo items are included in every bag.

✓ Company Sponsorship of a Walk Activity

✓ Press Release Mention

✓ Logo Included on Promotional Flyers

✓ Logo Included on Walk4Friends E-mails

✓ Logo included on Printed Newspaper Ads

✓ Logo Displayed on Friendship Circle Website Sponsor Page

✓ Emcee Acknowledgment at Opening Ceremony

✓ Logo Displayed on Walk4Friends Walk Route

✓ Sponsor Recognition Plaque

✓ Logo Displayed on Walk4Friends Website

✓ Social Media Post Announcing Your Support

✓ Logo included on Walk4Friends T-shirts

✓ Logo Displayed on Sponsor Sign at Walk4Friends Event

PRESENTING SPONSOR: \$10,000

- ✓ **Logo Included in Program Guide**
Logo will be displayed on 2019-2020 Friendship Circle program guide received by 400 families.
- ✓ **Prominent Logo on Walk4Friends Website**
Prominent logo display on Walk4Friends Website. When your logo is clicked it will link to your company website.
- ✓ **Prominent Logo on Walk4Friends T-shirt**
Friendship Circle distributes 1,500 t-shirts to Walk4Friends participants. These shirts are worn at the walk and year round. Your logo will be prominently displayed on these shirts.
- ✓ **Dedicated Company Booth at Walk4Friends**
- ✓ **Promotional Item in T-shirt Bags**
- ✓ **Company Sponsorship of a Walk Activity**
- ✓ **Press Release Mention**
- ✓ **Logo Included on Promotional Flyers**
- ✓ **Logo Included on Walk4Friends E-mails**
- ✓ **Logo included on Printed Newspaper Ads**
- ✓ **Logo Displayed on Friendship Circle Website Sponsor Page**
- ✓ **Emcee Acknowledgment at Opening Ceremony**
- ✓ **Logo Displayed on Walk4Friends Walk Route**
- ✓ **Sponsor Recognition Plaque**
- ✓ **Social Media Post Announcing Your Support**
- ✓ **Logo Displayed on Sponsor Sign at Walk4Friends Event**

TITLE SPONSOR: \$18,000

- ✓ **Exclusive Sponsorship**
This opportunity is only available to one sponsor, on a first-come-first served basis.
- ✓ **Sponsor Name Displayed Next to Walk4Friends Logo**
Friendship Circle displays signage at 4 locations at Walk4Friends. Your company's logo will be displayed next to Walk4Friends logo on the banner.
- ✓ **Logo on Header Banner of Walk4Friends Homepage with Hyperlink to Company Website**
Prominent logo display on Walk4Friends Website header banner. When your logo is clicked it will link to your company website.
- ✓ **Logo on Front of Walk4Friends T-Shirt**
Friendship Circle Distributes 1,500 t-shirts to Walk4Friends participants. These shirts are worn at the walk and year round. Your logo will be prominently displayed on the front of these shirts.
- ✓ **Dedicated Company Email to Walk4Friends Participants**
Friendship Circle will send out a dedicated email to all walk participants (3,000+ people) with information about your company or a special offer that you would like to provide.
- ✓ **All Previous Sponsorship Level Perks**

10 THINGS

EVERY INDIVIDUAL WITH SPECIAL NEEDS WISHES YOU KNEW



1. SEE ME FOR WHO I AM
2. I HEAR, SEE AND FEEL THE WORLD DIFFERENTLY
3. I WANT FRIENDS, JUST LIKE EVERYONE ELSE
4. MY BEHAVIOR IS MY WAY OF COMMUNICATING
5. INTERACT WITH ME IN WAYS I CAN UNDERSTAND
6. I LIVE IN THE HERE AND NOW
7. I AM ANXIOUS AND WORRY A LOT
8. ROUTINE IS REALLY IMPORTANT TO ME
9. I NEED YOUR HELP TO ACCESS THE WORLD AND LEARN
10. THINK ABOUT WHAT I CAN DO, NOT WHAT I CAN'T

**PARTNER WITH US TO MAKE A
DIFFERENCE IN THEIR LIVES.**



FriendshipCircle

OF CENTRAL JERSEY

707 Tennent Road, Manalapan, NJ 07726 • 732-536-2319 • info@friendsnj.com

www.friendsnj.com [@fccentaljersey](https://www.facebook.com/fccentaljersey) [@fccentaljersey](https://www.instagram.com/fccentaljersey)