



PAJAMA WALK

by: Friendship Circle

Z zabs place

Friendship. Potential. Purpose.

Let's Make Dreams Come True.

CORPORATE SPONSORSHIP 2019

ABOUT US

Our Values

Friendship Circle & ZABS Place are based on the philosophy that each of us has a G-dly soul with a unique mission in this world. To truly love G-d, is to love our fellow, and treat them with dignity.

About Friendship Circle

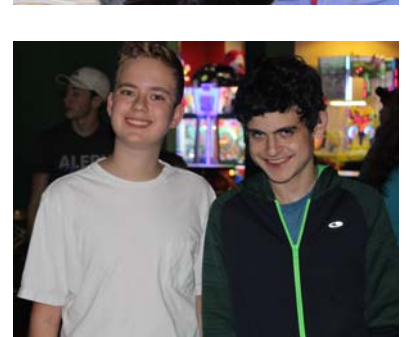
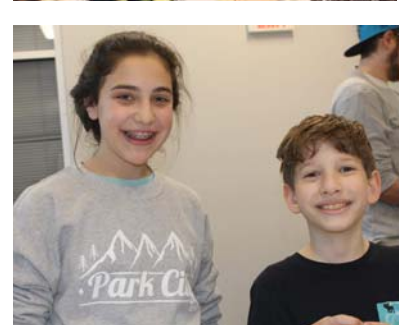
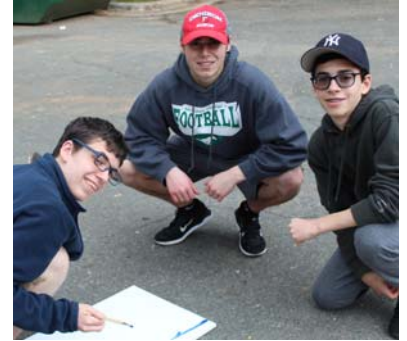
Friendship Circle has a unique approach to supporting children with special needs and their families. Though their peers enjoy regular play-dates, children with special needs often experience isolation and loneliness because they lack social opportunities.

By introducing typically-developing teens to our Special Friends, and offering a range of activities and events; our genuine friendships grow. We create an atmosphere of acceptance and inclusion, recognizing that all people, regardless of the challenges they may experience, are sacred, worthy of love, and have something to contribute... They are incredible friends!

About ZABS Place

ZABS Place is a non-profit thrift boutique training and employing young adults with special needs talents to harness their strengths and prepare to transition to rewarding careers; realizing their dreams of leading meaningful lives.

We “**Z**” abilities and potential in everyone and everything and offer a distinctive selection of donated goods at great values, as well as jewelry and other items crafted by our Special Talent.



WHERE YOU COME IN



We're holding our 3rd Annual Pajama Walk @ Freedom Park to help the community make dreams come true for others, as well as pursue their own dreams.

Why Pajamas? Well, we usually dream in our Pajamas! But, that's not all, Pajamas are comfortable, don't need to match, often reflect our interests and style, and best of all, when we wear them we don't worry about being judged. **In Pajamas we can be ourselves!** That's the message we want to share: Let's create an inclusive community where everyone is comfortable to be themselves and can make their dreams come true.

This is a prime opportunity for your company to build brand loyalty, access a desirable target market, and boost your commitment to corporate citizenship by helping raise money and awareness to support our work in the community.

With your support, we would like to offset the administrative costs of this event so all money raised can go directly towards programming to make dreams come true.

We invite you to become an official sponsor of the Pajama Walk, our premier fundraising initiative, and benefit from the marketing power of Friendship Circle & ZABS Place for your business.

Volunteer opportunities for your employees are available and are a wonderful team building opportunity.

WHY PARTNER WITH US?



BE A COMMUNITY CHAMPION

Having a presence as a Pajama Walk corporate sponsor, makes you and your business a friend and supporter of individuals with special needs. You help build a more inclusive community and you gain respect in Charlotte by standing out and prominently associating your brand with this mission.



GET IN FRONT OF YOUR TARGET MARKET

Friendship Circle and ZABS Place have a diverse network of parents, donors, children, teens, and supporters. A corporate sponsorship of the Pajama Walk will give you the opportunity to position yourself in front of a demographic that is valuable to your company.



GENERATE LEADS & MEET CONTACTS

Through several sponsorship opportunities that Friendship Circle & ZABS Place provide, you will have occasion to network with potential clients or customers and develop leads for your company or business.



GET YOUR BRAND NOTICED

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



LEADERSHIP WILL GROW YOUR BUSINESS

Showing that you champion causes in our community presents your company as an upright, empathic business who is active and supportive of local organizations. Consumers and business owners love to shop, work, and support companies who care.



MARKET YOUR BUSINESS AFFORDABLY

Advertising your business costs money. It can be thousands of dollars, or more, to place ads in well-known papers and magazines. Spending that same amount as a sponsor is a much wiser investment that will bring a greater and more meaningful return.

YOUR IMPACT

378

FRIENDS@HOME
VISITS

1,469

HOURS OF FRIENDSHIP
& SPECIAL MEMORIES

DURING

57

PROGRAMS & EVENTS

THROUGHOUT
THE YEAR

84

TEENS ATTEND
UMatter CLUBS

65

SPECIALLY TALENTED
YOUNG ADULTS

LEARN

Valuable Life
& Vocational Skills

46

ZABS CREATEZ &
AFTER HOURS SOCIALS



“Thank you Friendship Circle for giving me an opportunity to show the community that I have important things to say and the resources I need to say them.”

SKYLAR SELKIN
Friendship Circle Teen Friend

SOME PAST SPONSORS



Home Mortgage



SPONSORSHIP LEVELS

PRESENTING SPONSOR: \$5,000

- ✓ **Prominent Logo on Pajama Walk Website**
Your company's logo displayed as "Presented By" on the Pajama Walk website: PajamaWalk.com. When clicked, your logo will link to your website.
- ✓ **Featured Logo on Pajama Walk T-shirts**
T-shirts are given to all Pajama Walk participants. These shirts are worn at the walk and year round. Your logo will be prominently displayed as the presenting sponsor.
- ✓ **Company included in All Pajama Walk Emails**
Emails and press-releases are sent out to over 5,000 people promoting the Pajama Walk. Your company name, logo, and website link will be featured.
- ✓ **5 Social Media "Mentions"**
Your company will be tagged and recognized for its support on Friendship Circle & ZABS Place Social Media channels (9,000 LIKES)
- ✓ **Logo Included on Pajama Walk T-shirt Packet**
Logo will be displayed on the front of all incentive packets given to walk fundraisers.
- ✓ **Logo Printed on Signs & Banners**
Your logo will be displayed on all Sponsor Signage as well as on the stage banner and along the Walk route.
- ✓ **Company Booth Display**
Have your own company tent and table at the post-walk Dream Festival. A great opportunity to provide information, giveaways, and activities related to your brand with over 400 walkers.
- ✓ **Emcee Acknowledgment at Opening ceremony**
Your company's name will be mentioned and recognized for its support of Friendship Circle/ ZABS Place at the opening of the Pajama Walk.

PARTNERSHIP SPONSOR: \$3,600

- ✓ **Logo on Pajama Walk Website**
Your company's logo displayed on the Pajama Walk Website Sponsor Page. When clicked, your logo will link to your website.
- ✓ **Logo on Pajama Walk T-shirts**
T-shirts are given to all Pajama Walk participants. These shirts are worn at the walk and year round. Your logo will be displayed on the back of the shirt.
- ✓ **Company included in 3 Pajama Walk Emails**
Emails and press-releases are sent out to over 5,000 people promoting the Pajama Walk. Your company name, logo, and website link will be included.
- ✓ **3 Social Media "Mentions"**
Your company will be tagged and recognized for its support on Friendship Circle & ZABS Place Social Media channels (9,000 LIKES)
- ✓ **Logo Printed on Signs & Banners**
Your logo will be displayed on Sponsor Signage as well as on the stage banner.
- ✓ **Company Booth Display**
Have your own company tent and table at the post-walk Dream Festival. A great opportunity to provide information, giveaways, and activities related to your brand with over 400 walkers.

**ABILITY SPONSOR:
\$1,800**

✓ **Logo on Pajama Walk Website**

Your company's logo displayed on the Pajama Walk Website Sponsor Page. When clicked, your logo will link to your website.

✓ **Logo on Pajama Walk T-shirts**

T-shirts are given to all Pajama Walk participants. These shirts are worn at the walk and year round. Your logo will be displayed on the back of the shirt.

✓ **Company included in 2 Pajama Walk Emails**

Emails and press-releases are sent out to over 5,000 people promoting the Pajama Walk. Your company name, logo, and website link will be included.

✓ **2 Social Media "Mentions"**

Your company will be tagged and recognized for its support on Friendship Circle & ZABS Place Social Media channels (9,000 LIKES)

✓ **Logo Printed on Stage Banner**

Your logo will be displayed on the Sponsor Banner hanging on the stage.

**FRIENDSHIP SPONSOR:
\$1,000**

✓ **Logo on Pajama Walk Website**

Your company's logo displayed on the Pajama Walk Website Sponsor Page. When clicked, your logo will link to your website.

✓ **Logo on Pajama Walk T-shirts**

T-shirts are given to all Pajama Walk participants. These shirts are worn at the walk and year round. Your logo will be displayed on the back of the shirt.

✓ **Email Announcing Your Support**

Email and press-releases sent out to over 5,000 people promoting the Pajama Walk. Your company name, logo, and website link will be included.

✓ **Social Media Post Announcing Your Support**

Your company will be tagged and recognized for its support on Friendship Circle & ZABS Place Social Media channels (9,000 LIKES)

Sponsorship Payments can be made online at PajamaWalk.com/Sponsor -OR- by mailing a check to Friendship Circle 6619 Sardis Road Charlotte, NC 28270. Please write "Pajama Walk Sponsor" in the memo.