



Spring 2020

Dear Friend,

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. The Friendship Circle was founded in the pursuit of breaking down these walls of isolation, by identifying and providing the overwhelming need for a place of friendship and inclusion for individuals with special needs.

Established in 2003, the Bay Area Friendship Circle has proudly served over 250 children and teens with special needs. Additionally, 800 teens have volunteered at our bi-monthly and seasonal programs for children and teens with special needs and their families.

Now celebrating its 9th year, the goal of WalkWithFC is to raise a considerable portion of our operating budget for the year as well as to build community. WalkWithFC will be held on Sunday, May 3rd from 10:45 am to 1:45 PM. More than 400 walkers and supporters will come together as one community at AchieveKids School for special children in Palo Alto for a fun family walk followed by a kosher Mexican lunch, a circus performance, a DJ and fun carnival games and activities.

This year our goal is to raise \$125,000, much of which is achieved through sponsorships. Please help drive Friendship Circle forward and play a key role in the success of the walk and the days that follow. **As a Friendship Circle WalkWithFC sponsor**, not only does your company/organization stand for an invaluable cause but also gains relevant brand exposure within the community.

Previous Sponsors include: **Taube Philanthropies, Sutter Health/Palo Alto Medical Foundation, The Wilson Sonsini Goodrich and Rosati Foundation, State Farm Insurance, Google's X Development, The Seligman Foundation, IHW Law, Elman Insurance** and many more.

I invite you to review this year's sponsorship opportunities and incentives. Thank you in advance for your thoughtful consideration and for working to reinforce our place within the community we serve. Feel free to contact me at 650-858-6990 or ezzy@BayAreaFC.org. We appreciate your support!

Sincerely,

Ezzy Schusterman
Executive Director

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FOSTERING FRIENDSHIP AND INCLUSION FOR CHILDREN WITH SPECIAL NEEDS

Sponsorship Opportunities:

Platinum Sponsor: \$25,000

- Remarks by you the sponsor, at the opening ceremony
- **Your logo and brand name will be tied into all mentions at the opening ceremony**
- Friendship Circle will send out a dedicated e-mail to entire FC community (5,000+ people) with information about your company and/or a special offer that you would like to promote
- **Opportunity for a booth at Post-Walk Festival, staffed by you, the sponsor**
- Your company mentioned two times on FC social media networks
- **Logo prominently displayed on day-of walk banner, viewed by over 400 attendees**
- **PLUS ALL SILVER LEVEL BENEFITS**

Diamond Sponsor: \$10,000

- Acknowledgement during opening ceremony
- **Opportunity for a booth at Post-Walk Festival, staffed by you, the sponsor**
- Your company mentioned two times on FC social media networks
- **Logo prominently displayed on day-of walk banner, viewed by over 400 attendees**
- **PLUS ALL SILVER LEVEL BENEFITS**

Gold Sponsor: \$5,000

- Your company mentioned two times on FC social media networks
- **Opportunity for a booth at Post-Walk Festival, staffed by you, the sponsor**
- **Logo prominently displayed on day-of walk banner, viewed by over 400 attendees**
- **PLUS ALL SILVER LEVEL BENEFITS**

Silver Sponsor: \$2,500

- Recognition on all print advertisements
- **Opportunity to include your promotional item in event day bag**
- **Logo prominently displayed on all WalkWithFC emails/e-newsletters distributed to over 5,000 subscribers**
- **Logo displayed on WalkWithFC.com website with hyperlink to company website**
- **Logo displayed on 400 event t-shirts to be circulated and worn by the community.**

Sponsor: \$1,000

- **Logo prominently displayed on all WalkWithFC emails/e-newsletters distributed to over 5,000 subscribers**
- **Logo displayed on WalkWithFC.com website with hyperlink to company website**
- **Logo displayed on 400 event t-shirts to be circulated and worn by the community**

Small Business Sponsor: \$500

Great opportunity for a small business organization to gain visibility in community

- **Logo displayed on WalkWithFC.com website with hyperlink to company website**
- **Logo displayed on 400 event t-shirts to be circulated and worn by the community**

For more information about corporate sponsorship recognition, how to become a corporate sponsor, or how to start a corporate **WalkWithFC** team, please contact us at **(650) 858-6990** or walk@BayAreaFC.org.

Bay Area Friendship Circle WalkWithFC • May 3rd, 2020

Sponsor Submission Form

Sponsorship of **WalkWithFC** offers prime opportunity for your company/organization to build brand loyalty, access a desirable target market, and be a strong corporate citizen by helping raise money to fund our impactful work in the community. We invite you to become an official sponsor of **WalkWithFC**, and benefit from the marketing power of the Friendship Circle annual Walk.

We / I would like to Sponsor WalkWithFC 2020 at the following level: (check one):

- Platinum Sponsor** **\$ 25,000**
- Diamond Sponsor** **\$ 10,000**
- Gold Sponsor** **\$ 5,000**
- Silver Sponsor** **\$ 2,500**
- Sponsor** **\$ 1,000**
- Small Business Sponsor** **\$ 500**

Company Name (please print clearly, your company name will be used in all publicity)

Contact Person

Address

City, State, Zip

Business Phone / Fax

Email

Method of Payment:

- Check American Express
- Master Card Visa
- Discover

Name on Card

Card Number

Billing Address

Address

City, State, Zip

\$

Amount Enclosed

Expiration Date

Authorized Signature

Please submit a high resolution copy of your company logo to Walk@BayAreaFC.org for use in signage, on t-shirts and in general publicity. Logo can be sent as a JPG, EPS, PDF: Companies that don't have a logo please submit the name of the company / organization you would like listed.

Name

Title and/or Company Name (if outside consultant)

Business Phone / Fax

Email

Thank you so much for your support of **WalkWithFC**! Please submit this form as well as your payment information to: **WalkWithFC c/o The Friendship Circle**, 3921 Fabian Way, Suite A023, Palo Alto, CA 94303 or scan this form and e-mail to walk@BayAreaFC.org.