



June 24, 2011

To Whom It May Concern:

The F.R.I.E.N.D.S. group is asking for your support for its **4th Annual Wiregrass Area Buddy Walk**. The Buddy Walk is a one-mile walk designed to promote understanding and acceptance of people with Down syndrome. It is a family-friendly event where friends and family form teams to support their *Buddy* with Down syndrome. The 2011 Wiregrass Area Buddy Walk is Saturday, October 8 at Landmark Park in Dothan.

More than 1,200 people attended the 2010 Wiregrass Area Buddy Walk and \$39,000 was raised to support F.R.I.E.N.D.S. Ninety percent of all money raised stays in the local community and is used to provide new parent packets to doctors and hospitals, and supports families and individuals who have been affected by Down syndrome.

F.R.I.E.N.D.S. continues to provide services to individuals with Down syndrome and their families by:

- Providing up-to-date materials and handouts to doctors, hospitals, clinics, libraries, schools and new families
- Offering opportunities for socialization and education
- Promoting community recognition of the inherent dignity of all people with developmental disabilities

As a sponsor, you will be recognized at the Buddy Walk and are invited to have a tent at the walk. Depending on sponsorship level, recognition will also be given on the Buddy Walk T-shirt. To be included on the T-shirt, we need your commitment by September 1, 2011. More information about sponsorships may be found in the attached documents.

Thank you for your consideration of this request. Your support will help all people with Down syndrome step towards a brighter tomorrow.

Sincerely,

Alicia Sims
Event Coordinator

Anne Cline
F.R.I.E.N.D.S., Buddy Walk Chairperson

F.R.I.E.N.D.S.

5389 Hwy. 84 * Elba, AL 36323 * (334)897-1550 * www.downsyndromefriends.org



THE BUDDY WALK AT A GLANCE

What: The Buddy Walk is a multi-city advocacy walk in which people with Down syndrome invite friends and family to walk with them. The individual with Down syndrome is the actual *Buddy* and his/her team can be anyone from family and friends to teachers or classmates and coworkers to politicians. The Buddy Walk will include entertainment, prize giveaways, food and fun for the whole family.

Why: The goal of Buddy Walk is to celebrate October as National Down Syndrome Awareness month, and promote acceptance and inclusion of people with Down syndrome. In 2010, the Wiregrass Area Buddy Walk raised more than \$39,000 to support local individuals and their families through the **F.R.I.E.N.D.S.** (Families Reaching, Influencing, Educating and Networking for Down Syndrome). Nationally it raised more than \$5.5 million to support the national policy center.

How: Funds are raised through corporate sponsorships, walk registrations and donations.

When: The Wiregrass Area Buddy Walk will be held Saturday, October 8, 2011, from 8:30 – 1:30 pm. More than 280 Buddy Walks occur in the United States and around the world each fall.

Where: Landmark Park which is located just off of 431 North, Dothan, Alabama

Pledges and Donations: All individuals are encouraged to register for the walk and obtain pledges. However, it is not necessary for all donors to attend Buddy Walk. Registration brochures will be mailed to all individuals on our mailing list in late July. Early registration is encouraged in order to secure a 2011 Buddy Walk t-shirt.

Sponsorship: If you are interested in becoming a Buddy Walk Sponsor or know anyone that might be interested in sponsoring, please let us know. If you have any questions, or would like a packet to be mailed directly to yourself or a company, please contact Alicia Sims at (334)699-1118 or Anne Cline at (334)897-1550 or email wiregrassareabuddywalk@yahoo.com.

Audience: We are expecting more than 1,300 people will participate in the Wiregrass Area Buddy Walk, including children, young adults and adults with Down syndrome, family members, friends, politicians, health care professionals, business leaders and other community members. Nationally, more than 225,000 people will participate in more than 280 walks across the country.

Information: For additional information contact Alicia Sims at (334)699-1118 or wiregrassareabuddywalk@yahoo.com.

2011 BUDDY WALK SPONSORSHIP COMMITMENT FORM

Detailed sponsorship information can be found below. If you have questions concerning sponsorship, please contact Alicia Sims at (334)699-1118 or Anne Cline at (334)897-1550 or by email at wiregrassareabuddywalk@yahoo.com.

COMPANY INFORMATION

Company Name: _____

Company Name as you would like for it to appear in publicity: _____

Company Contact Person: _____

Email: _____ Phone: _____

Address: _____

City: _____ AL: _____ Zip: _____

SPONSORSHIP LEVEL:

Please indicate sponsorship level:

_____ **Supporting Sponsor \$1,000**

(Logo on event t-shirt [1200+ shirts last year] and booth for promotional material at event, Logo on FRIENDS website as sponsor, name recognition at event and 10 t-shirts)

_____ **In-Kind Sponsor**

*Please indicate service: _____

_____ **Event Sponsor \$750**

(Name on event t-shirt, name on FRIENDS website as sponsor, name recognition at event and 4 t-shirts)

_____ **Volunteer**

*Please indicate total number of volunteers provided for event: _____

_____ **Buddy Partner \$250**

(Name recognition at event and 2 t-shirts)

_____ **Door Prize Donor**

*Please indicate small prize giveaway: _____

_____ **Other** _____

****For company logo or name to appear on event t-shirt, sponsorship commitment form and company logo must be received by September 1st, 2011. If form is received after September 1st, 2011, all efforts will be made to include company logo, but there are no guarantees.**

Please return this form along with the following:

- Check made payable to: **F.R.I.E.N.D.S**
- Email company log (.jpeg format) to wiregrassareabuddywalk@yahoo.com
- Mail to: Knology
Attn. Alicia/Buddy Walk
PO Box 5909
Dothan, AL 36302