





# EVENT DESCRIPTION

## WHO

Friendship Circle of Michigan and those dedicated to raising awareness of children with special needs

## WHAT

80-mile bike ride

## WHEN

August 8, 2012 7:00AM-3:00PM

## WHERE

Begins at Friendship Circle in West Bloomfield, MI and ends at Friendship Circle in Toledo, OH

## WHY

This ride offers the possibility to inspire a community to push limits, go beyond the notorious comfort zone, and finally, it encourages the community to see what they can learn from each other. In addition to completing a cross-country ride with beautiful scenery, riders will raise thousands of dollars to support children with special needs.



## ABOUT FRIENDSHIP CIRCLE

Friendship Circle provides programming, support and friendship to over 300 families with special needs. In addition, Friendship Circle teaches critical life skills to over 2,000 students from across Metro Detroit.



# SPONSORSHIP OPPORTUNITIES

## WHAT CAN YOU DO FOR BIKE4FRIENDSHIP?

- ⊗ Recruit riders who will each commit to raising \$500
- ⊗ Sponsor a rider or group of riders for \$500/rider
- ⊗ Other opportunities are available through the Lose Your Training Wheels program

## WHAT WE DO FOR YOU

Your company will receive recognition from thousands of people in the metro Detroit area.

- ⊗ Promotion of your company via email to our list of 10,000 contacts
- ⊗ Promotion of your company on Friendship Circle Facebook and Twitter feeds (65,000+ followers).
- ⊗ Potential for company mentions on local media coverage (newspaper, television, radio).
- ⊗ Promotion of your company at Friendship Circle's Walk4Friendship attended by 4,000 people (dependant on level of sponsorship).

## WHAT WE DO TOGETHER

This event will increase awareness of the work of Friendship Circle within the special needs community. It will also provide your company a unique opportunity to gain exposure in a distinguished market, while most importantly giving back to the community.





# SPONSORSHIP BENEFITS

All levels will include email, media and social media promotion. You can become a sponsor in one of three ways:

- ⊗ A donation of \$1,000 or more to Friendship Circle
- ⊗ Sponsor two or more cyclists (\$500 per cyclist) who will participate in the ride from West Bloomfield to Toledo.
- ⊗ Recruit two or more cyclists who will each raise \$500 or more towards Bike4Friendship.

## \$1,000 SPONSORSHIP

- ⊗ Logo displayed on Bike 4 Friendship website with hyperlink to company website
- ⊗ Company Logo included on back of Bike 4 Friendship t-shirts.

## \$2,500 SPONSORSHIP

A \$2,500 sponsorship includes the above plus a Bronze Level Walk4Friendship sponsorship

- ⊗ Logo displayed on Walk4Friendship websites with hyperlink to company website
- ⊗ Company name displayed on 4,000 Walk4Friendship t-shirts.
- ⊗ Company name included on day-of signage/start line banner. Viewed by over 5,000 attendees
- ⊗ Emcee acknowledgement at opening ceremony.

## \$5,000 SPONSORSHIP

A \$5,000 sponsorship includes the above plus sponsorship of the **Lose Your Training Wheels Event** and a Silver Level Walk4Friendship Sponsorship.

- ⊗ Company Logo included on back of 4,000 Walk4Friendship t-shirts.
- ⊗ Company logo on our 2012-2013 Corporate Sponsorship sculpture. Located in the heart of the Ferber Kaufman LifeTown lobby for the entire year.

## \$10,000 SPONSORSHIP

- ⊗ Title sponsorship for both Bike 4 Friendship and Lose Your Training Wheels event
- ⊗ Company logo in all advertisements for Walk4Friendship.
- ⊗ Plus \$5,000 level sponsorship benefits.

Contact Lauren Lewis for more information  
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