

January 19, 2012

Dear Friend of The Arc,

On Saturday, May 5, 2012, The Arc Middlesex County will once again be taking over Roosevelt Park in Edison for our annual Step Up for The Arc Walkathon. This family- friendly event brings out hundreds of people, from individuals with intellectual and developmental disabilities to their families to Arc employees to the local community, there to support The Arc Middlesex County.

Last year the friends and supporters of The Arc helped us to raise over \$20,000 at this event. This year we are setting a goal of \$40,000 and in order to achieve this goal we need YOUR support! As you will see from the enclosed documents, multiple sponsorship opportunities, to fit any budget, are offered. There are numerous benefits to becoming a sponsor. The Walk is an opportunity to get the name of your business to the community and show your support for individuals with disabilities in your community.

The Arc of Middlesex County, a non-profit, 501c3 agency, has served individuals with developmental disabilities and their families throughout Middlesex County for over 60 years. The organization started as a grassroots effort by families and today we support over 400 individuals and their families (and still growing!) through various programs and services. Those programs include community residence, supportive employment, career centers, family support programs, and recreation. All proceeds raised from the Walkathon will go towards enhancing the aforementioned programs.

If you would like to support The Arc, but are unable to be a sponsor at this time, there are other opportunities to get involved with The Walk, such as forming a team or volunteering at the Walk. If you have any questions, please contact Emily Meyers at 732-821-1199 ext. 135 or through email at emeyers@arc-middlesex.org.

With deep appreciation,



Robert Mizerak
President, Board of Directors



STEP UP FOR THE ARC 2012 WALK

SPONSORSHIP OPPORTUNITIES

Gold Medal Sponsor \$3,000

- Recognition in all press releases and pre-event mailings
- Large sponsor logo on promotional materials and signs
- Logo and link to your website from www.arc-middlesex.org
 - Large logo printed prominently on Walk T-Shirts
 - Free display table at the Walk event site
- Ad journal: Logo on cover and prominent full page advertisement

Silver Medal Sponsor \$2,000

- Recognition in all press releases and pre-event mailings
- Sponsor logo on promotional materials and signs
- Link to your website from www.arc-middlesex.org
 - Logo on Walk T-Shirts
 - Free display table at the Walk event site
- Ad journal: Logo on cover and full page advertisement

Finish Line Sponsor \$1,000

- Sponsor logo on Walk sponsor sign
 - Logo on Walk T-Shirts
- Free display table at the Walk event site
- Ad journal: Half page advertisement

Checkpoint Sponsor \$500

- Sponsor logo on Walk sponsor sign
- Ad journal: Half page advertisement

Starter Sponsor \$200

- Listed on starting line display board
- Ad journal: Quarter page advertisement

Family Sponsor \$50

- Name and Message listed in the Ad Journal

SPONSOR AND PAYMENT INFORMATION

All sponsor information is due by April 2, 2012

Yes! We will be a Sponsor!	Sponsor Information
<input type="checkbox"/> Gold Medal Sponsor \$3,000	Name:
<input type="checkbox"/> Silver Medal Sponsor \$2,000	
<input type="checkbox"/> Finish Line Sponsor \$1,000	Title:
<input type="checkbox"/> Checkpoint Sponsor \$500	Company:
<input type="checkbox"/> Starter Sponsor \$200	Address:
<input type="checkbox"/> Family Sponsor \$50	City:
Message:	State: Zip:
	Phone Number:
<input type="checkbox"/> I would like to support The Arc, but do not want to Please accept my donation of \$_____	Fax Number:
	Email Address:
I am interested in:	Payment Options
<input type="checkbox"/> Volunteering at the Walkathon <input type="checkbox"/> Forming a Walk Team	<input type="checkbox"/> Check enclosed (All checks should be made payable to of Middlesex County)
	<input type="checkbox"/> Check will be sent (All checks should be made payable to Arc of Middlesex County)
	<input type="checkbox"/> Credit Card: Visa/Mastercard/American Express
	Card Number:
	Expiration Date:
	Name of Cardholder(print):

MAIL OR FAX TODAY!!!!
The Arc Middlesex County
219 Black Horse Lane, Suite 1
North Brunswick, NJ 08902
Fax: 732-247-5590

Artwork should be emailed to Emily Meyers at emeyers@arc-middlesex.org

Full Page: 7.5 X6
Half Page: 3.25 X 6
Quarter Page: 3.25 X 2.5

For any questions please contact Emily Meyers at 732-821-1199 ext. 135.