

Riverside School's
Tread-a-Thon
for dyslexia awareness

July 2011

Dear Friends:

Riverside School, Virginia's most trusted school for dyslexic children in grades K-8, is making plans for our 1st annual **Tread-a-Thon** for Dyslexia Awareness. Dyslexia is a language-based learning difference that affects as many as one-in-five children, unfortunately many are not diagnosed until they have already suffered the frustration of school failure.

Riverside's **Tread-a-Thon** is designed to increase awareness of dyslexia as a medical condition with an educational solution as well as raise funds to support the school's Early Identification Initiative which provides community education/awareness programs and free screenings for children at-risk for having a language-based learning difference. The success of this event is dependent largely on our sponsors, who will lend their names and financial support to the event. This year our goal is to raise \$25,000.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the supporters of Riverside School and participants in the **Tread-a-Thon**, which is primarily families of children ages 4-12. For a small donation, you'll be able to enjoy excellent exposure to this important segment of your target audience.

We have four levels of sponsorship packages, as detailed on the enclosed. You can select the partnership level that best meets your needs, and be secure in the knowledge that your sponsorship fee will be used to help Riverside School's Early Identification Initiative.

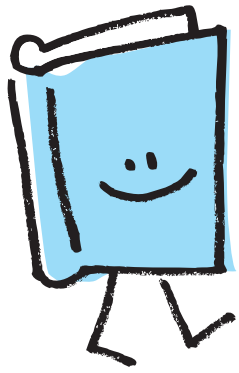
We're counting on your support, and will be happy to answer any questions you may have. Please return your sponsorship agreement form as soon as possible, or fax it to (804)320-6146. Thank you in advance for your willingness to support the efforts of Riverside School and the many dyslexic children in our community.

Sincerely,

Tammy Shackelford
Development Coordinator

October 15, 2011 • Chesterfield Towne Center

Riverside School • 2110 McRae Road • Richmond, VA 23235 • (804) 320-3465 • www.riversideschool.org



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Award Winning Partnership/Sponsorship Opportunities & Benefits

Pulitzer Prize Partners • \$3,000 Sponsorship Level (limit 5)

- Company logo featured on all publicity associated with event including registration packets, T-shirt, mall signage & table tent cards (including mention in Radio ads on Lite 98! & in advertising in Richmond Family Magazine.)
- Company logo on signage at the event
- Company logo on bookmarks to be distributed at Book Fair
- Corporate logo & link featured on Riverside School website for 1 month preceding event.
- Display table available at event registration
- Acknowledgement in Riverside School's Annual Report & newsletter
- Registration for 6 Corporate Team Walkers

Nobel Prize Partners • \$1,500 Sponsorship Level (limit 5)

- Company logo featured on event T-shirt & registration packets
- Company logo on signage at the event
- Company name on event promotional materials & bookmarks as "Sponsor"
- Acknowledgement in Riverside School's Annual Report & newsletter
- Registration for 4 Corporate Team Walkers

Newbery Medal Partners • \$500 Sponsorship Level

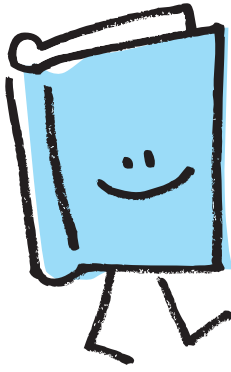
- Company Name featured on event T-shirt & registration packets
- Listed on event promotional materials as "Partner"
- Company name on signage at the event
- Acknowledgement in Riverside School's Annual Report & newsletter
- Registration for 2 Corporate Team Walkers

Caldecott Award Partners • \$250 Sponsorship Level

- Company Name featured on event T-shirt & registration packets
- Company name on signage at the event
- Listed on event promotional materials as "Buddy"
- Acknowledgement in Riverside School's Annual Report & newsletter

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Sponsorship Agreement Form

Sponsorship Level

- Pulitzer Prize Partner • \$3,000 (Limit 5)
- Nobel Prize Partner • \$1,500 (Limit 5)
- Newbery Medal Partner • \$500
- Caldecott Award Partner • \$250

___ Yes!, we are proud to support Riverside School's
Tread-a-Thon for the Dyslexia Awareness in Richmond, VA.

We authorize Riverside School to include our name or logo
on all the materials printed for the event consistent with our
sponsorship selection.

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ E-MAIL: _____

Payment: _____ Check enclosed (please make out to: Riverside School)

Once this form is received, you will be contacted regarding the artwork for your logo. The benefit of early confirmation as a sponsor is inclusion in all printed materials (brochure, posters, etc.). Regardless of confirmation date, all sponsors will receive recognition on the Riverside School website at: www.riversideschool.org, and on signage at the event.

Please contact us if you are interested in providing "in-kind" donations (goods and/or services) in lieu of or in addition to monetary sponsorships.

Tammy Shackelford, Development Coordinator
Development@Riversideschool.org/www.riversideschool.org
(804) 467-2255 (cell) • (804) 320-3465 Ext. 18 (office)

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