

# **The F.R.I.E.N.D.S. 12th Annual Buddy Walk 411**

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**September 21, 2013**

**Baker Park: Frederick, Maryland**

We are very excited to be planning the 12<sup>th</sup> Annual F.R.I.E.N.D.S. Buddy Walk! We have loved watching our walk grow each year, and we are confident this will be the biggest and best walk yet! In order to answer many of our frequently asked questions, clarify information, and make sure everyone who plans to attend is on the same page; we decided to create the **Buddy Walk 411** this year.

No matter if this is your first walk or twelfth walk, there is new and important information in this document so **PLEASE READ** in its entirety! As always, we are open to additional questions, comments, concerns, and volunteers. Please feel free to contact this year's Buddy Walk Chairman, Evan Routzahn, at 301-788-6806 or [eroutzahn@friendsoffredco.org](mailto:eroutzahn@friendsoffredco.org) . We look forward to seeing you on September 21<sup>st</sup> ☺

## **Walk Day Information**

The F.R.I.E.N.D.S. Buddy Walk is held in beautiful Baker Park, Frederick, MD! Registration opens at 10 am, festivities begin at 11 am, and the walk around Baker Park starts at 1 pm. Registration fee includes Buddy Walk t-shirt, lunch, free popcorn and cotton candy, moon bounce, face painting, petting zoo, and other fun activities and games! We will be accepting Visa, MC, Discover and Amex the day of the walk for registration fees and additional donations. There is limited public parking around the park area, and many walkers park on neighborhood side streets or Frederick City parking garages. Please see the F.R.I.E.N.D.S. webpage for more information on parking for the day of the walk.

F.R.I.E.N.D.S. will have a few parking spots reserved for teams, vendors, and community resources to unload/load supplies throughout the day. Only assigned F.R.I.E.N.D.S. volunteers will be allowed to park on the field. Last year we received a fine for having too many vehicles on the field during the day!

## **Suggested items to bring the day of the walk:**

Canopy (pop-up)tents or tarps for your team to create shade or keep dry in event of rain ☺ , lawn chairs, suntan lotion, sunglasses, hats, quilts to spread out in the grass, banners, and decorative items. Limited food and beverages are included in your registration fee. However, some teams bring additional beverages (nonalcoholic) and food items for their members. We will have vendors selling additional items and food, 50/50 tickets, and raffle items so please bring extra cash if you would like to shop and participate.

## **Team Information**

A few years ago we started to encourage our participants to form teams for the Buddy Walk! Last year, we had over 20 teams, and we would love to see that number grow this year. We encourage teams for several reasons: 1) our participant numbers have gone up! The more the merrier...invite your family, friends, co-workers, neighbors, classmates, team members, church groups, community groups, etc. to walk with you 2) having a team is a lot of fun and great way to educate and advocate a large group of people 3) a big increase in our fundraising efforts! Yes, the Buddy Walk is a fun event for everyone, but remember, it is our LARGEST fundraiser of the year!!! We want to be able to keep providing family grants, scholarships, the Techniques for Success Parent Night and Educators' conference, and start new programs like the "I Can Shine" bike riding camp!

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Teams are not required, and individual walkers are always welcome to participate. However, we will be giving awards to the top fundraising team of 2013 and the most creative team.

What does most creative mean??? Well, show us your "team spirit" by having a team name, picking a theme, decorating your tent, creating a banner, wearing team buttons, hats, or shirts, etc. Think of the Buddy Walk as a really BIG PARTY and have fun celebrating!

### **Vendors and Community Resources**

Again this year, we would love to have vendors join us the day of the walk. F.R.I.E.N.D.S. does not charge a vendor fee. We ask that vendors donate a minimum of 10% of the day's sales to the organization. This would be a great time to start some early holiday shopping and support a wonderful cause! Vendors take various forms of payment so please bring cash, checks or credit cards if you plan to shop. Check our Facebook page and webpage for vendor updates. If you are interested in being a vendor or know someone who might like to join us please have them contact Katie Routzahn at [krouzahn@friendsoffredco.org](mailto:krouzahn@friendsoffredco.org)

We are also looking for a variety of community resources to attend the walk. There is no fee to set up an information booth. For more information or to provide ideas please contact Katie Routzahn [krouzahn@friendsoffredco.org](mailto:krouzahn@friendsoffredco.org)

***New for 2013!!!!!!! LOTS OF GOOD STUFF!!!!!!!!!!!!!!***

***PLEASE KEEP READING!!!!!!***

### **CrowdRise**

Due to lots of negative feedback regarding Firstgiving not being user friendly, we made a change! We are now using CrowdRise for our online registration and fundraising. After some research and discussion with other Ds organizations, we felt this would be a very user friendly website. Please let us know if you have questions or user issues. Here is the link to register and set up your team page:

[www.crowdrise.com/fredcobuddywalk](http://www.crowdrise.com/fredcobuddywalk)

### **Buddy Fiesta**

We will be kicking off the Buddy Walk weekend with our first Buddy Fiesta! Please join us on Friday, September 20<sup>th</sup> starting at 5:30 pm at Mariachi Restaurant. This will be a family friendly fiesta atmosphere with music and fun for everyone. **Free dinner for anyone with Down syndrome.** Mariachi's will donate a portion of the proceeds raised that night back to F.R.I.E.N.D.S. **Call 301-418-6367 to make reservations.** This event is open to anyone who would like to support F.R.I.E.N.D.S. and our Buddy Walk! The more the merrier! Even if your friends, family, and coworkers cannot make the actual walk please invite them to the fiesta! Sponsored by Mariachi Restaurant.

### **2013 Buddies' T-Shirts**

After visiting several other walks for new ideas we have decided we need to do more to recognizing and honor our "Buddies" (walkers with Down syndrome). All pre-registered Buddies will be recognized by wearing a different color t-shirt. We will also be listing the names of all of all pre-registered Buddies on this year's shirts. **You must pre-register by Aug. 31<sup>st</sup> in order to have their names listed on the t-shirt.**

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## **Wall of Poss-Abilities & Forever FRIENDS Posters**

We want to highlight all of our wonderful “Buddies” by creating posters that share favorites, family information, community participation, and “more alike than different”. We would also like to honor the memory of a Buddy or advocate who has passed away. We will be printing pictures and mounting them on foam board. It is up to the Buddy or family to create the poster. This can be done at our Sept. monthly meeting, the night we pack the registration bags, on your own time, at the Buddy Fiesta, or the day of the walk. Please email a picture to [kroutzahn@friendsoffredco.org](mailto:kroutzahn@friendsoffredco.org). You will receive more information once your picture is received. All posters will be displayed for Buddy Walk participants to see.

## **Raffle Baskets**

While attending other Buddy Walks we saw themed baskets that were raffled off the day of the walk. We are asking each team to consider creating a themed basket and donate it to F.R.I.E.N.D.S. for Buddy Walk fundraising purposes. Tickets will be sold the day of the walk, and winners will be announced at the end of the walk. Example: Chocolate Lover’s Basket- Ask members of your team to donate a chocolate item to help you fill your basket ☺ We will collect the baskets the week prior to the Buddy Walk. Please email your basket theme to [kroutzahn@friendsoffredco.org](mailto:kroutzahn@friendsoffredco.org)

**Basket ideas:** Cooking, gardening, wine lovers, matchbox cars, books, sports, rainy day activities, movie night, board games, outside fun, fall theme, Halloween, coffee lovers, tea lovers, night out in Frederick, hair care products, hair bows, fitness, salty & sweet, Thirty-one, scrapbooking, coloring books, puzzles, camping, bbq, Redskins, Ravens, scratch off lottery tickets, tailgate theme, Barbie, arts n crafts, golf, bartender’s mixed drinks, Tastefully Simple , Avon, Mexican fiesta, ice cream sundae, etc. Get creative!!!

## **Buddy Walk Dining Out Nights!**

We will be hosting dine out nights at local restaurants leading up to the Buddy Walk! Be on the lookout for email updates and Facebook posting with more information! Don’t forget to share with friends and family ☺

## **Team Fundraising Ideas**

We have been keeping a list of ideas for individual Buddy Walk teams to raise awareness and fundraise at the same time. Here are some ideas we wanted to share:

Dress down day at work, Bake sale, Yard sale, Zumbathon, In home party (Silpada, MaryKay, Tastefully Simple, etc.) where proceeds are donated to the Buddy Walk, creating a video and sharing it with friends and family, lemonade stand, bowl-a-thon, and social media (Facebook, Twitter, etc.) challenges (ex: creating a status update to talk about the walk and saying you would like to raise \_\_\_\_ amount of money by the end of the day, weekend, week and give updates as people make donations. These are just some ideas and we would love to hear additional creative ideas!

**We think that about wraps it up! Touch base if you have additional questions, comments, concerns, or ideas! Thank you for your support. See you at our Buddy Walk. ☺**

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P.S.- If you are a business owner or have a relationship with a business that would be interested in being a 2013 F.R.I.E.N.D.S. Buddy Walk sponsor please let us know! Contact Evan Routzahn 301-788-6806 or [eroutzahn@friendsoffredco.org](mailto:eroutzahn@friendsoffredco.org) for a sponsorship information packet. Thank you!

### **Corporate Sponsorship Opportunities**

#### **Platinum Partner ..... \$4,000**

Top center placement of company logo on walkers t-shirt, prominent logo on F.R.I.E.N.D.S. website, logo on sponsor banner, name listed on ALL event signage, company brochure or informational materials will be included in each walkers' participation bag, and a 12 foot banner displaying company name and logo will be posted in the main event area.

#### **Diamond Sponsor ..... \$2,500**

Premium placement of company logo on walkers t-shirt, prominent logo on F.R.I.E.N.D.S. website, logo on sponsor banner, name listed on ALL event signage, company brochure or informational materials will be included in each walkers' participation bag, and a 4 foot banner displaying company name and logo will be posted in the main event area.

#### **Gold Sponsor ..... \$1,500**

Company logo on walkers t-shirt, prominent logo on F.R.I.E.N.D.S. website, logo on sponsor banner, name listed on ALL event signage, company brochure or informational materials will be included in each walkers' participation bag.

#### **Silver Sponsor ..... \$1,000**

Company logo on walkers t-shirt, prominent logo on F.R.I.E.N.D.S. website, logo on sponsor banner, and name listed on ALL event signage.

#### **Bronze Sponsor ..... \$500**

Company logo on walkers t-shirt and name listed on F.R.I.E.N.D.S. website.

#### **Friends of F.R.I.E.N.D.S. .... \$250**

Company logo on walkers t-shirt.

**\*\*\* All corporate sponsors of the 12<sup>th</sup> Annual F.R.I.E.N.D.S. Buddy Walk are invited to set up an information booth in our vendor/community resource area \*\*\***

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## **ULTIMATE DINE OUT**

Don't forget to purchase your tickets! This is your chance to win \$1,500 in gift cards to eat out at local restaurants. The Grand Prize drawing will be held at the Buddy Walk on September 21, 2013.

**Tickets are \$5 each or 5 for \$20!!!! All 2013 tickets sales benefit F.R.I.E.N.D.S.**

Check out our F.R.I.E.N.D.S. website <http://friendsoffredco.org/> for updates and a list of 2013 participating restaurants.

**To purchase tickets contact Evan Routzahn at 301-788-6806 or [eroutzahn@friendsoffredco.org](mailto:eroutzahn@friendsoffredco.org)**