

# **The F.R.I.E.N.D.S. 13th Annual Buddy Walk 411**

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**September 20, 2014**

## **Baker Park: Frederick, Maryland**

We are very excited to be planning the 13<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***.

No matter if this is your first walk or thirteenth 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 20<sup>th</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 noon. 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.

### **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 30 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 bring back new programs like the "iCan Shine: iCan Ride" bike riding camp for 2015!

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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 2014 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!

### **Community Resources**

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 [kroutzahn@friendsoffredco.org](mailto:kroutzahn@friendsoffredco.org)

### **CrowdRise**

We will be using CrowdRise again for our online registration and fundraising. Any questions please contact Denny Weikert @ [dweikert@friendsoffredco.org](mailto:dweikert@friendsoffredco.org) The link to register and create your team is:

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

### **Buddy Fiesta**

We will be bringing the Buddy Fiesta back for 2014! Please join us on Friday, September 19<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.

### **2014 Buddies' T-Shirts**

Once again 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.**

### **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 NOT be printing pictures this year. But we will be providing the foam board. We ask that you please provide your own picture. Boards can be picked up at the August 10<sup>th</sup> picnic, September 17<sup>th</sup> @ MUMC when we stuff the registration bags, or on September 19<sup>th</sup> @ the Buddy Fiesta. Or contact Evan Routzahn at [EvanRoutzahn@aol.com](mailto:EvanRoutzahn@aol.com) to arrange a pick up time. We will have a limited number of boards available to decorate at the walk. Completed posters can be dropped off at any of these events or the day of the walk. All posters will be displayed for Buddy Walk participants to see.

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### **Raffle Baskets & Items**

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. Or donate an item (jewelry, sports item, gift card, tickets, bag, etc.) that can be raffled. Tickets will be sold the day of the walk, and winners will be announced at the end of the walk. We will collect the baskets the week prior to the Buddy Walk. Please email your basket theme or item donation to Katie Routzahn @ [kroutzahn@friendsoffredco.org](mailto:kroutzahn@friendsoffredco.org) by August 31<sup>st</sup>. Items can be turned in the day of the walk, but we will need a basket description by Sept. 17<sup>th</sup> to prepare for the day of the walk. Thank you!

**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!!!

### **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. ☺**

**P.S.- If you are a business owner or have a relationship with a business that would be interested in being a 2014 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.

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**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 13<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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