

The F.R.I.E.N.D.S. Buddy Walk 411

Baker Park, Frederick, Maryland

We are very excited to be planning this year's 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 seventeenth 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@friendsofredco.org . We look forward to seeing you on the third Saturday in September. ☺

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 (non-alcoholic) 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!

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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 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 @ krouzahn@friendsoffredco.org.

CrowdRise

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

www.crowdrise.com/friends17thannualbuddywalk

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 @ krouzahn@friendsoffredco.org by August 31st. Items can be turned in the day of the walk, but we will need a basket description by Sept. 13th 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, Bar-B-Q, 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!!!

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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, Zumba-thon, In home party (Silpada, Mary Kay, 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 F.R.I.E.N.D.S. Buddy Walk sponsor please let us know! Contact Evan Routzahn 301-788-6806 or 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 F.R.I.E.N.D.S. Buddy Walk are invited to set up an information booth in our vendor/community resource area *****