

AmTryke Corporate Sponsorship Program

A Solicitation Resource Guide



The therapeutic tricycle for people with disabilities

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Phone: 336-869-2166

AMBUCS Resource Center

Fax: 336-887-8451

Email ambucs.com

October 9, 2008

Mr. John LaSorta
XYZ Corporation
2361 Ames Street
High Point, NC 27265

Dear John:

As a member of {Your Chapter's Name} AMBUCS and this year's chairperson for the AmTryke Project, I have come to realize the importance in helping children with disabilities.

There is a tremendous challenge to meet this year, and we cannot do it alone- we need your support. {Your Chapter's Name} AMBUCS provide AmTrykes, the therapeutic tricycle, to children with poor motor control, to clinical settings, schools or individual youngsters. This hand and/or leg powered tricycle increases muscle strength and balance and builds self-esteem by allowing children to ride a cycle along with their peers.

I am confident that this is a program you will be proud to be a part of. The cost to be an AmTryke Sponsor is {\$500}, which is tax deductible. You will find it most rewarding to see a thrilled child on Media Day. Your company's name will be engraved on the seatback sponsor plate and you will also receive a plaque with the child's photo, which you can display. In addition you will automatically be a member of the prestigious AmTryke Ambassador Club.

I am enclosing some brochures for your review. If you have any questions or would like further information regarding AMBUCS or the AmTryke project, please call me at {Your phone number}. Thank you for your consideration.

Sincerely,

{Your Name}
AmTryke Chairman

Enclosures

October 9, 2008

Dear Corporate Sponsor:

On behalf of AMBUCS, we sincerely thank you for giving a child a chance to be mobile. You've given a youngster a chance to be more coordinated, a chance to ride outside with his peers and a chance to build up muscle tone and self-esteem. By giving an AmTryke you've given a child an opportunity to see the world through new eyes.

To show you our appreciation we will:

- Request the media to be present when you give the youngster his/her AmTryke
- Place a sponsor plate engraved with your company's name on the seat back of the AmTryke
- Present you with a plaque with a photograph of the child
- Recognize your company in AMBUCS' AmTryke annual report.

These tokens of our appreciation cannot, however, compare to the happiness you have brought to a child.

Sincerely,

Name

(chapter name) Club President

Name

(chapter name) AmTryke Team Chairman

***NEWS RELEASE INSTRUCTIONS**

1. Type the news release on your chapter's letterhead.
2. Proofread for misspellings or grammatical errors.
3. Find out who handles local news and send him or her the news release in a hand-addressed envelope.
4. Take photographs of the sponsor with the child on the AmTryke before presentation day if possible.
5. Have photos and news release ready on media (or presentation) day so you can give them to the news people who attend. If there are no media representatives, get the news release and photos to the paper as soon as possible.

*For more detailed instructions about press releases, see page 11 of the *Effective Media Relations Guide*. To order call AMBUCS Resource Center at 336-869-2166.

Grant Writing

Many corporations and organizations have foundations in which they donate a certain percentage of their funds to various charitable organizations. Don't be afraid to contact these local corporations and groups. A good place to begin your research may be your local library, local chamber of commerce or the Internet.

Date

Editor
XYZ Newspaper
567 Broadway
Hightown, NY 12345

Dear Editor:

Please accept (chapter's name) invitation for _____ on _____ at _____
_____. At that time _____ Mr. Name _____ from the _____
Company will give away an AmTryke, the therapeutic tricycle for children with disabili-
ties, to _____, a child who has _____. This very special tricycle can
improve coordination muscle strength and balance while a child has fun riding it.

The more publicity we receive the more AmTrykes can be given away. We want
a chance to spread the news of a happy event that can lead to more children being
mobile.

If possible, please call, fax, or email me at _____ by _____ to confirm who
will be able to attend. Thank you for your interest.

Sincerely,

Mary Smith
_____ AMBUCS Chapter

(Date)

For more information please contact
{*AMBUCS chapter contact name,*
phone number} or
{*Corporate contact name,*
phone number}

FOR IMMEDIATE RELEASE

XYZ Company Gives Mobility to Child

On (Date) at (Place & Address), (Corporate AmTryke Sponsor Name) of the
 Company will give an AmTryke to (Child's Name), a (age) child with (diagnosis). PT or
Parent said when learning child's name would receive an *AmTryke*, "
 ".

The AmTryke is a therapeutic tricycle for children with disabilities. The AmTryke is hand driven,
which will help increase (Name) muscle strength and balance. (He/She) will also be able to ride
along side his/her (siblings, friends,) which frequently increases a child's self-esteem.

 (Name) Company learned of this marvelous sponsorship program through
the AMBUCS Chapter. The members of this chapter are dedicated to creating
independence and opportunities for people with disabilities. They enable and encourage
businesses and individuals to give children another outlet for a healthy and wholesome life.
 , president of the chapter, said, "
 ".

AMBUCS is a national non-profit service association composed of men and women dedicated to
helping others with disabilities. The chapter of AMBUCS chartered in (year).
For more information on the
 Chapter, contact at .

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FOR IMMEDIATE RELEASE

For more information please contact
Jane Smith, Piedmont AMBUCS
(336) 869-1000
or *Jim Smith, XYZ Company*
(336) 869-1001

XYZ Company Gives Mobility to Child

On June 6 at the Holiday Inn, 1815 Main Street Corporate AmTryke Sponsor Jim Smith of the XYZ Company will give an *AmTryke* to Marcia Carey, a 6 year old child with spina bifida. Physical Therapist Jean Johnson said when learning Marcia would receive an *AmTryke*.

"This is fantastic!" said Johnson. "Marcia will be able to increase her muscle tone and have fun doing it."

The AmTryke is a therapeutic tricycle for children with disabilities. It can increase Marcia's muscle strength and balance because the tryke is hand driven. She'll also be able to take it outside and ride her "tryke" with her siblings, which frequently increases a child's self-esteem.

XYZ Company learned of this marvelous sponsorship program through the Blenheim AMBUCS Chapter. The members are dedicated to creating independence and opportunities for people with disabilities. They enable and encourage businesses and individuals to give children another outlet for a healthy and wholesome life.

John McDermott, president of the chapter, said, "When I saw the smile on Marcia's face I was even more convinced how important our mission is. Our club will strive to find more caring firms like the XYZ Company who want to improve the lives of children.

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