



September 25, 2016

for stuttering  
awareness

# 1k/5k Walk & Run

in support of The Speech and Stuttering Institute

Dear Friends and Colleagues,

We are excited to announce that for the fifth consecutive year we are coordinating the 1K/5K Walk & Run for Stuttering Awareness.

## **We Need Your Help**

**We Need Your Help** to make People Who Stutter (PWS) 1K & 5K Walk for Stuttering Awareness planned for Sunday, September 25, 2016 a success. Our objective is to raise money to support the invaluable work of The Speech and Stuttering Institute.

*Just imagine"..... avoiding answering the telephone because you have difficulty saying hello, avoiding social situations out of fear of having to introduce yourself, having friends, family speak on your behalf, having friends and family make important appointments for you, choosing careers paths that minimizes communication demands, being silent when knowing inside, that you have a million things that you would like to say ... stuttering damages self-confidence and self-esteem and can seriously limit educational, social and career options. The person who stutters often feels isolated, as so few individuals can understand the devastating impact that stuttering can have on one's life.....*

Proceeds raised will support The Speech and Stuttering Institute's speech and stuttering programs. Significant funds are required to provide speech therapy services to the hundreds of people who stutter. People who stutter often find themselves on a yearlong (or more) wait list. With additional funds, their needs will be met sooner and more broadly. With the clinical involvement and support of The Speech and Stuttering Institute, people who stutter are able to live productive and engaging lives as a result of the breakthrough research that unearth the root causes of speech-related challenges which helps to identify the most effective individualized speech therapy methods.

## **WAYS THAT YOU CAN HELP**

- Local businesses, foundations, corporations and community partners will gain valuable exposure while showing they care about people who stutter. Through your financial support, you can make a genuine difference in the lives of people who stutter.
- Volunteers are always needed and appreciated on the event day and on our planning committee throughout the year.

We hope you will consider being a part of this wonderful day that supports such an important cause.

**The following pages outline our sponsorship opportunities as well as providing more information about this worthwhile event.**

We look forward discussing this with you in greater detail in the coming weeks. If you have any questions, please feel free to email or call.

Thank you in advance for your consideration!

Sincerely,

Greg O'Grady  
Walk Coordinator  
[gregoq@rogers.com](mailto:gregoq@rogers.com)  
(647) 344-9363

and

Loriellen Karam  
Director of Development, The Speech and Stuttering Institute  
[loriellenk@speechandstuttering.com](mailto:loriellenk@speechandstuttering.com)  
416-491-7771 x 243



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**Sunday, September 25,  
2016**



**Sponsorship Opportunities**



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## The Event

The 5<sup>th</sup> Annual 1K/5K Walk & Run for Stuttering Awareness, to raise money for The Speech and Stuttering Institute will take place September 25, 2016 in Toronto, Ontario!

### **A message from the Walk Co-ordinator Greg O'Grady**

My name is Greg O'Grady and I am a graduate of the Speech Reconstruction for Stutterers program. This program has made an invaluable contribution in the quality of my life personally and professionally. As a token of my appreciation to Dr. Bob Kroll and to his staff of The Speech and Stuttering Institute, I suggested the first **"a million things I need to say"**

**1k/5k Walk & Run for Stuttering Awareness** in 2012.

Since then, "a million things I need to say" 1k/5k Walk for Stuttering Awareness has become an annual event. We are currently planning our 2016 event, and I would like to invite you to participate in and support our 2016 "a million things I need to say" 1k/5k Walk & Run for Stuttering Awareness.

## Sponsorship Opportunities



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## Sponsorship

- a chance to provide life changing therapy. Clients who have gone through our program have seen dramatic changes in their lives, and are often able to overcome what were once great obstacles in their path towards social, academic and vocational success.
- an opportunity to position your organization as a caring corporate citizen by giving a tangible gift to our community
- a cost effective marketing opportunity to reach a desirable target audience of business professionals with above average income from the greater Toronto area.

Sponsorship Level	Sponsorship Title
\$5000	Presenting Sponsor
\$2500	Platinum Sponsor
\$1000	Gold Sponsor
\$500	Silver Sponsor
\$250	Bronze Sponsor

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## **Presenting Sponsor \$5000**

(one opportunity available)

- The event Presenting Sponsor will have the name of their organization on all materials. It will read “your organization name” presents The 5th Annual 1K/5K Walk & Run for Stuttering Awareness.
- At this level, your company logo will also appear on the flyer, website and on signage at the event.
- The Presenting Sponsor will be offered the opportunity for 4 guests walker/runners at the event.
- The Presenting Sponsor can provide corporate material for the swag bags for all the participants and on our Meet and Greet table.
- The Presenting sponsor will be providing up to 4 scholarships for children and adults to receive a minimum of 10 weeks of therapy.

## **Platinum Sponsor \$2500**

- At this level, your company logo will also appear on the flyer, website and on signage at the event.
- A Platinum Sponsor will be offered the opportunity for 2 guests walker/runners at the event.
- A Platinum Sponsor can provide corporate material for the swag bags for all the participants and on our Meet and Greet table.
- A Platinum Sponsor will be providing to a scholarship for a youth or adult to receive a three week block of Intensive Fluency Treatment therapy.

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## Gold Sponsor \$1000

- At this level, your company logo will also appear on the flyer, website and on signage at the event.
- A Gold Sponsor will be offered the opportunity for 2 guests walkers/runners at the event.
- A Gold Sponsor can provide corporate material for the swag bags of all the participants and on our Meet and Greet table.
- A Gold Sponsor will be providing a scholarship for a child or adult to receive a minimum of 8 weeks of therapy.

## Silver Sponsor \$500

- At this level, your company logo will also appear on the flyer, website and on signage at the event.
- A Silver Sponsor will be offered the opportunity for 1 guest walker/runner at the event.
- A Silver Sponsor will be providing a scholarship for a child or adult to receive a minimum of 4 weeks of therapy

## Bronze \$250

- At this level, your company logo will also appear on the flyer, website and on signage at the event.
- The Bronze Sponsor will be offered the opportunity for 1 guest walker/runner at the event.
- The Bronze Sponsor will be providing a scholarship for a child or adult to receive a minimum of 2 weeks of therapy.

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## Facts about Stuttering:

- The ability to produce speech that is smooth, forward moving and effortless is taken for granted by most individuals – except those who stutter.
- A person who stutters repeats words and parts of words, prolongs sounds, has difficulty producing sounds and generally struggles to speak, often demonstrating such physical signs of struggle such as eye blinks for head jerks.
- Due to the frustration and embarrassment caused by this problem, stuttering is usually accompanied by anxiety about speaking.
- Stuttering can impact self-confidence and self-esteem and can seriously limit educational, social and career options.
- About 350,000 Canadians are challenged by stuttering.
- Our treatment programs are designed to assist children, adolescents and/or adults to manage speech effectively.

## Thank you for your support!

Together we can transform the lives of preschoolers, school aged children, teens and adults who seek our services for their often devastating problems with communication.

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## Sponsorship Confirmation

Please select one:

- Presenting Sponsor \$5000     Platinum Sponsor \$2500  
 Gold Sponsor \$1000     Silver Sponsor \$500     Bronze Sponsor \$250

## Name/Company Information:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Prov: \_\_\_\_\_ Postal: \_\_\_\_\_ Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

## Payment Method:

- Send invoice  
 Cheque enclosed (payable to The Speech and Stuttering Institute)  
 Credit card     VISA     MasterCard  
 Card # \_\_\_\_\_ Expiry date: \_\_\_\_\_  
Name on card: \_\_\_\_\_ Security code: \_\_\_\_\_  
Signature: \_\_\_\_\_

## Sponsorship Contact:

Loriellen Karam, Director of Development    ●    The Speech and Stuttering Institute  
416-491-7771 x 243    ●    [Loriellenk@speechandstuttering.com](mailto:Loriellenk@speechandstuttering.com)    ●    fax: 416-491-7215  
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