### **2021 VIRTUAL WALK FOR WILLIAMS SAMPLE SPONSOR LETTER**

Dear X –

Williams syndrome (WS) is a genetic condition that is present at birth and can affect anyone. There are more than 30,000 individuals with WS in the United States, and as many as 25-30% are misdiagnosed or undiagnosed. The Williams Syndrome Association, a 501(c)3 organization, is the most comprehensive resource for people and families living with WS, as well as doctors, educators and researchers. WSA programs include educational and social events, camps, scholarships, financial assistance, research funding and much more.

Insert a brief personal story here about how your child or family has been helped by the WSA. Perhaps something like: We have been members of the WSA since our son, Ben was just 6 months old. Over the years they have helped us in many ways – recommending the right surgeon when he needed back surgery, providing the learning profile that teachers needed to help him in the classroom, and providing opportunities for us to meet and speak with other parents on similar journeys. The WSA has helped to make our journey a little easier and Ben’s future a lot brighter.

2021 has once again been a difficult year for the WSA. As the events across the United States have changed schools and businesses, it has been especially hard on the individuals with WS. They have very social personalities, with medical and educational challenges occurring in the majority. Camps, conferences, and awareness events have all been cancelled, and even hospitalizations for those with medical needs have looked very different and MUCH scarier.

It is for that reason that we need your help. The WSA relies on awareness events like our walks for critical program funding – the walks account for more than 80% of our funding for general operations. Again this year, our walks are primarily virtual, being held in #EverywhereWSA. Families from around the country are walking in a virtual event to be held Saturday, August 28.

**Can we count on you for support?**

* For a donation of $250, we will give you a shout out of thanks on social media and let our families in the area know that you supported.
* For $500, the WSA will also include your name in a listing of event donors in the quarterly newsletter delivered around the country.
* For $1000, your name and logo will be posted to the regional social media sites as a special thank you. The regional pages are seen by thousands across states within our region.
* For $2500, $5000 or $10,000, your logo will also be posted on the Williams Syndrome Association’s team pages for everyone across the country to see, and you will be identified by the amount of your support.

The WSA is working on other meaningful ways to promote your sponsorship as well.

We appreciate any consideration you can offer and thank you for your support. Please feel free to contact me with any questions.

YOUR NAME ADDRESS PHONE / EMAIL

Checks can be made payable to the Williams Syndrome Association, 560 Kirts Blvd., Suite 116, Troy, MI 48084

With appreciation,

*Your signature*