

Dear Valued Friend:

Neighborhood Service Organization's second annual **5K Detroit RiverRun & Walk** is taking place Saturday, September 6, 2008 along the beautiful Detroit River on the famed Detroit RiverWalk. Last year's **5K Detroit RiverRun & Walk** was a tremendous success and turned out to be the most successful fundraising event in NSO's history. We would like your help to build on last year's achievement and keep the momentum moving forward by making this year's **5K Detroit RiverRun & Walk** even bigger and better.

The 5K (three-mile) run/walk will take place on **September 6, 2008** to raise money for NSO's programs and services. The proceeds from the run/walk will be used to support many of the area's underserved individuals. We are asking you to support this event by becoming a sponsor, or by joining us as a Corporate Team at the RiverRun & Walk.

Because of your commitment to the community, we believe your organization would be an excellent sponsor for our event. Sponsorships play an important role in the success of any event. We have enclosed an NSO Insider newsletter that highlights last year's RiverRun & Walk and features many of NSO exciting new initiatives and program services. We have also included a sponsorship package for you to review that provides an overview of each of the opportunities available. As a sponsor, your support will allow NSO to carry out its mission and the funds you provide will make a difference in the lives of many people and families throughout southeastern Michigan. Donations you make will be used 100% in support of our mission. By partnering with you, we look forward to continuing our work to help people in need achieve a higher quality of life for years to come. People like:

Miss White lived in a nursing home for several years and saw her life passing by. She dreamed of doing more. An NSO professional from the Older Adult Services unit worked with Miss White and was able to move her out of that nursing home into an apartment with a roommate. Miss White is now able to take charge of her own life and is much happier.

If you would like to support NSO on September 6, 2008 by making a tax-deductible donation, please make your check payable to NSO. Send your donations to NSO, 220 Bagley, Suite 1200 Detroit, MI 48226. We would like to ask you to run with us. You can create your own running or walking team, or support NSO with a donation. If you have any questions or would like to join us at the **2008 NSO 5K Detroit RiverRun & Walk**, please feel free to call Joseph Howse at 313.961.4890 or send him an email at jhowse@nso-mi.org.

We thank you in advance for your support. With your help we can make a difference in the lives of area residents who may otherwise be forgotten.

Sincerely,



Sheilah P. Clay
President & CEO
NSO



Jeffrey G. Collins, Esq.
Event Chairperson
NSO 5K Detroit RiverRun & Walk



THE 2008 NSO DETROIT 5K RIVERRUN & WALK

HELP EMPOWER THE LIVES OF DISADVANTAGED INDIVIDUALS

Neighborhood Service Organization will use the proceeds from the 2008 NSO 5K Detroit RiverRun & Walk to further its mission of compassionately reaching out to people and empowering them to improve their lives.

Neighborhood Service Organization (NSO) is a non-profit human service agency that strengthens and empowers communities, keeps families together and helps people in need improve their lives through a diverse array of innovative programs and services.

You are invited to sponsor the **2008 NSO 5K Detroit RiverRun & Walk** along the beautiful Detroit River and help us meet all the needs of underserved individuals throughout metro Detroit and Southeast Michigan.

September 6, 2008
Detroit 5K River RiverRun & Walk
Start Time: 9:00 a.m.

In exchange for your 2008 sponsorship dollars, your company will align itself with what will soon become one of Detroit's signature and important events kicking off the fall season. This is your chance to position your company within the high-end markets of Detroit and Southeast Michigan at a fraction of the cost usually associated with such market placement.

BENEFITS OF INVOLVEMENT

Based on your level of sponsorship, your company will:

- Receive high visibility before the event and on event day with an Event Sponsorship
- Test-market and showcase products with a Goodie Tent Sponsorship
- Build employee morale and company pride by sponsoring your Corporate Team

On the following pages, you will find a variety of ways to get involved.

Let's find the one that is right for you!

Please contact us for further information
Neighborhood Service Organization
5K Detroit RiverRun & Walk
220 Bagley, Suite 1200
Detroit, MI 48226
313-961-4890

www.nso-mi.org

www.nso-mi.org

2008 NSO 5K DETROIT RIVERRUN & WALK SPONSORSHIP PACKAGES • *benefits by level*
Based on cash



	Marathoner \$10,000	Half- Marathoner \$5,000	Distance Runner \$2,500	Sprinter \$1,500	Jogger \$1,000
Company official starts 5K Race					
Prominently displayed name and logo at registration					
Logo on front of entry forms					
Introduction at Awards Ceremony					
Link and Logo on Registration Website					
Logo inside entry forms					
Logo on RiverRun & Walk Posters					
Logo on RiverRun & Walk Shirts					
Logo in "Thank You" ad in local papers					
One Banner to be Prominently Displayed					
Item placement in Goodie Tent					
Complimentary entries to Race	3	3	2	2	1

2008 IN-KIND SPONSORSHIP OPPORTUNITIES

Our goal is to underwrite event expenses through both cash and in-kind contributions. In-kind donations and products or services will be valued at half of their retail value for sponsorship level purposes.

TARGET MARKETING OPPORTUNITIES

T-Shirt Sleeve Sponsor	Available to the first two cash sponsors at the \$10K level or above. Includes all benefits for sponsorship level except logo is on sleeve rather than on the back of shirt. (For \$15K cash sponsorship level or above, will include logo on shirt back as well.)
Shuttle Bus Sponsor \$6,000 Cash	Name and Logo on side of two shuttle buses. Your sponsorship will underwrite cost of shuttle buses.
Refreshment Station Sponsor \$4,000 (Two Available@ \$2,000 per station)	“Own” one or both Run/Walk Refreshment stations – including table, food/drink and even the port-a-potties! Sponsorship requires that you also provide the manpower for the station.
Goodie Tent Sponsor \$500 / \$1000 cash	Reach participants and volunteers with your special message or promotional item displayed in our Race Goodie Tent.





Facts About NSO

Neighborhood Service Organization makes a difference in the lives of literally thousands of residents of Wayne and Oakland counties.

- **NSO** has the largest program in the state serving older adults with mental illness.
- **NSO** operates the statewide toll-free problem gambling help-line and treatment network for the State of Michigan.
- **NSO** is one of the oldest organizations in the state of Michigan serving the chronic homeless population who have nowhere else to go due to behavioral difficulties, mental illness, substance abuse, or because they are wheelchair bound.
- **NSO's** school readiness program is the only one offering home-based literacy training services to east side Detroit families.
- **NSO's** youth violence prevention program offers leadership training so that youth can work with their peers to prevent gun violence and substance abuse among Detroit area children.
- **NSO** is one of the largest organizations in Detroit and seven surrounding communities serving children and adults with development disabilities.
- **NSO** operates the crisis intervention referral and suicide prevention emergency telephone help-line for Wayne County.
- **NSO's** staffs are considered experts in their respective fields and are frequently called upon as consultants to advise other organizations.

No other agency in southeast Michigan offers the wide range of services to residents of their communities. NSO is the yardstick against which many programs are measured.



Your Generous Gifts Will Help Support Our Various Programs and Services by Providing:

LIFE CHOICES

- a. Purchase playground equipment for children with developmental disabilities.
- b. Tuition for summer camp program for children with developmental disabilities.

PROJECT GUIDE

- a. Tuition for summer camp for grandchildren.
- b. Provide transportation for seniors.

24-HOUR WALK-IN CENTER

- a. Extend breakfast program for the homeless.
- b. Purchase blankets, coats, hats, scarves, gloves.

HOME INSTRUCTION FOR PARENTS OF PRESCHOOL YOUNGSTERS (HIPPIY)

- a. Purchase books for literacy program.
- b. Tuition for summer camp for program participants and their siblings.

EMERGENCY TELEPHONE SERVICES/SUICIDE PREVENTION CENTER

- a. Upgrade telephone technology.
- b. Produce training manual for community outreach for suicide prevention.

ADDICTION TREATMENT SERVICES

- a. Purchase prevention materials for children of substance abusers.

OLDER ADULT SERVICES

- a. Print manuals to provide training in nursing homes and other community programs.

NEIGHBORHOOD ORGANIZATION AND DEVELOPMENT

- a. Subsidize sessions for home ownership counseling for first-time homebuyers.

PROBLEM GAMBLING TREATMENT

- a. Enhance lending library for professionals and families of problem gamblers.

YOUTH INITIATIVES PROJECT

- a. Provide funding to send students to a national gun violence prevention conference in Washington, D.C.



"Always Within Reach"

Providing Innovative Services Since 1955

**Yes! I would like to support the 2008 NSO 5K Detroit RiverRun & Walk
September 6, 2008 – Detroit River RiverRun & Walk - Start Time: 9:00 a.m.**

Enclosed is a sponsorship of \$10,000 \$5,000 \$2,500 \$1,500 \$1,000

Name of NSO supporter to thank: _____ Does your company mach gifts? Yes No

Company/Group Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Please make checks payable to *NSO or charge my tax deductible donation of \$_____

to my VISA MC. Card Number: _____ Expiration Date _____

Authorized Signature: _____ Security Code: _____



Thank you for your generous support, and for caring!

***Please make checks payable to: Neighborhood Service Organization (NSO)
Memo Line: NSO 5K Detroit RiverRun & Walk
Mail check & Form to: 220 Bagley, Suite 1200 Detroit, MI 48226
Phone: (313) 961-4890 ~ Fax: (313) 961-5120**