




Foss Waterway 1600 Dock Street Tacoma, WA Saturday, Oct. 1, 2011

Dear Friend of KWA,

It's time to get your ducks in a row  and partner with the KWA Duck Derby to change lives. The ducks are swimming to support the most fragile - senior citizens, the disabled, poor and the sick, abused women and children, medically compromised and immigrants and refugees who speak little or no English.

KWA is a local 501(c)(3) nationally recognized non-profit organization providing multicultural and multilingual services with care and compassion to anyone in need.

On October 1, 2011 KWA will conduct a duck derby with the top prize of \$5,000 in cash. The event is expected to attract over 2,000 attendees. In the weeks preceding the race, representatives from KWA and service organizations will work to sell 5,000 ducks. Part of this process will include media announcements, displays, public booths including The Puyallup Fair, presentations to services clubs, email blasts, social network announcements and other community driven efforts.

For the KWA Duck Derby to perform at its full potential, we need sponsorship support. This is a tremendous marketing opportunity for your business. Sponsors will benefit from this partnership through media coverage, access to event attendees and inclusion in our promotional outreach. The levels of support and their recognition are outlined below.

All of the proceeds from the event, including duck sales, will help support many of KWA's social and human services, such as home care, senior meal sites, naturalization, domestic violence and breast cancer navigation.

We hope you will consider sponsoring the KWA Duck Derby. Please contact us with any questions. We greatly appreciate your time and consideration.

KWA Duck Derby Sponsorship Benefits					
Benefits	Top Duck \$10,000	Quacker Backer \$5,000	Ducks of Feather \$2,500	Power Paddler \$1,000	Super Swimmer \$500
Television, Radio & Print	Primary Position	Secondary Position	n/a	n/a	n/a
Logo on 25,000 Adoption Papers	Primary Position	Secondary Position	Yes	Yes	Yes
Logo on Posters	Primary Position	Secondary Position	Yes	Yes	n/a
Banner Space	Yes	Yes	Yes	No	No
MC Mentions	5	3	2	1	n/a
Booth Space Event Day	Yes	Yes	Yes	n/a	n/a
Logo w/ Hyperlink on website	Yes	Yes	Yes	Yes	Yes
Volunteer Shirts	Yes	Yes	Yes	Yes	n/a
Pre Event Sales Locations	Yes	Yes	Yes	No	No
Logo on Email Blasts/Internet Adoptions/Entries to Race	Yes	Yes	n/a	n/a	n/a
	100	50	25	10	5



Sponsor Return Slip

We _____ want to be part of the KWA Duck Derby!
Print name as you would like it to appear on printed material.

Please provide contact information:

Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

We will sponsor (please select appropriate box):

Package:

- Top Duck Quacker Backer Ducks of Feather Power Paddler Super Swimmer Other

* Please forward a digital copy of your company logo to Sabrina Coady at scoady@kwacares.org

Payment:

Our check is enclosed – Payable to Korean Women’s Association

Please charge Credit Card:

Cards Accepted: Visa MasterCard Discover

Name on card: _____

Card number: _____

Total Amount: _____ Expiration date: ____ / ____ CVV#: _____

Signature: _____

Please return this form to the Korean Women’s Association by:

Mail: 123 E. 96th St.
Tacoma, WA 98445

Fax: 253.535.4827

Email: scoady@kwacares.org

For more information:

Call: 253.538.8351

Go to: www.kwacares.org
www.duckrace.com/KWA