



Camp Ladybug 2018



celebrating
50
YEARS



January 3, 2018

Dear Community Services Director;

Please allow me to introduce myself. My name is Doug Knauss and I represent Greater Elizabethtown Area Recreation & Community Services, aka GEARS. I currently serve as Program Coordinator & Sponsorship Coordinator. GEARS, is a non-profit organization that provides services to families in the greater Elizabethtown area. These include The Kids Center child care service, a Senior Center, adult education, various sports & recreation programs, and a free summer camp for special needs children. Whether it was a child's first swim lesson, introduction to a team sport, a learned life skill, or just some everyday summer fun at the playground, GEARS has made life better for generations of families. I'd like to take a moment of your valuable time to familiarize you with two of GEARS very notable activities.

Camp Ladybug is a six-week camp from June 18 to July 27, 2018 for individuals with special needs and it is held in Elizabethtown, PA. The camp is three hours a day and includes games, crafts, snacks, field trips, and guest appearances. Our field trips often include swimming at local pools, movies at the local theatre, and bowling at the local bowling alley. The camp also has special events at the site such as local musical groups, farm animal visits, magicians, and animals. Every year we try to program activities and visits that engage the campers and also have an educational component. This camp provides opportunities to special needs campers that they may not otherwise receive due to their circumstances.

Camp Ladybug is offered to special needs participants at **no cost**, and all are welcome. **Camp Ladybug** requires us to request support from organizations in the community. These donations help to defray our expenses which include: staff wages, administrative costs, supplies, snacks, special appearances, and upkeep costs. Many of the campers look forward to coming to **Camp Ladybug** all year long, it means a great deal to them.

GEARS is greatly in need of "Mission" sponsors in order to maintain or perhaps even increase the number of special needs individuals we're able to serve. However, we have been limited in the number of participants we are able to accept due to budget constraints beyond our control. There's a real need here, and contributions to this special camp benefit a large number of people, not just a few. Sponsorship of this year's **Camp Ladybug** can provide an opportunity for participants to delight in a variety of enjoyable activities and safe, summer fun. Donors play a vital role in the community by supporting GEARS programs and services. There isn't another camp of this kind nearby. I'm excited to be involved in the planning and funding for this great, LOCAL project.

It is an honor for me to connect with Highmark and to have the good fortune to learn of your interest in GEARS and our offerings. Our hope for the future lies in being able to move the department in the direction it needs to go; to meet the recreational needs of the community and beyond. It would be my great pleasure to provide you with any additional information or materials that you might find useful in understanding more of the particulars of Camp Ladybug and Fall Festival. The prospect of having an entity such as Highmark in our corner is exciting. You will be joining the proud businesses and organizations in our area that care enough to selflessly give back to our community. It's where we live. If I can be of assistance to you in any way, please do not hesitate to contact me any time! I'm at your service.

Sincerely,
Doug Knauss

Doug Knauss

Program / Sponsorship Coordinator

Camp Ladybug Sponsorship and Advertising

Mission Sponsor: \$2000+

- Corporate signage prominently displayed at camp
- Corporate name and logo prominently displayed on all advertising materials
- Corporate logo printed on camp t-shirts
- Corporate name and logo with link prominently displayed on the web
- Opportunity to have representatives visit Camp Site
- Opportunity to distribute appropriate company items to campers
- Recognition in GEARS monthly e-newsletter (sent to 10,000 households)
- Additional Opportunities may be available upon request

Goals' Sponsor: \$1000+

- Corporate name and logo prominently displayed on all advertising materials
- Corporate name and logo with link displayed on the web
- Opportunity to have representatives visit Camp Site
- Recognition in GEARS monthly e-newsletter (sent to 10,000 households)

Objectives' Sponsor: \$500+

- Opportunity to have a representatives visit Camp Site
- Corporate name and logo with link displayed on the web
- Recognition in GEARS monthly e-newsletter (sent to 10,000 households)

Support Sponsor: \$250+

- Corporate name and logo with link displayed on the web
- Recognition in GEARS monthly e-newsletter (sent to 10,000 households)

GEARS Camp Ladybug
Please, count me in!

Please complete the following sponsor information. Print your business name exactly as you would like it to appear in advertising. Please make sure your Web Site is listed below. Email your business logo to GEARS@GetintoGEARS.org

Please initial here ____ if you do not want to appear in advertising.

Business Name: _____

Contact Person: _____

Phone: _____

Fax: _____

Email: _____

Web Site: _____

Mailing Address: _____

Please check your participation level:

_____ \$2,000+ Mission Sponsor

_____ \$1,000+ Goals' Sponsor

_____ \$500+ Objectives' Sponsor

_____ \$250+ Support Sponsor

Please make your check payable to GEARS, and return with completed form to:

GEARS

Camp Ladybug

600 East High Street

Elizabethtown, PA 17022

(You may call our office at 367-0355 and pay with Credit Card, fax 367-4138 or send form via email to GEARS@getintoGEARS.org)

Thank you for your support!!