

January 2018



Dear Potential Sponsor,

Water is Life Kenya is a local non-profit organization based in Newark, DE. We have been bringing clean water to the Maasai people of Kenya since 2007. Our projects have transformed the lives of over 45,000 women, men, and children in a severely drought-affected area. Through our organization, we are able to provide Kenyans with the benefits of clean water. These efforts are shown through our 16 successful water projects, that are all still operational. We focus on keeping the Kenyan community involved. We train the Maasai how to maintain their wells, work with their livestock, and run successful livestock and jewelry businesses.

We host many events throughout the year to help fund our water projects. Your sponsorship would be visible at our events during the next 12 months:

- Thirst Reverse V ( at a local restaurant: 500 people )
- Water Walk V ( event at Newark Reservoir: 150 people )
- Monthly Facebook live show ( @wilkbears )

You will be featured on all of our marketing materials for these events, which include print, online, emails, and social media. Through all of these platforms, we reach over 1,500 customers. Please consider becoming a Full Year Sponsor of Water is Life Kenya. See the attached page for benefits of sponsorship. Feel free to contact us with any questions.

Thank you very much or, as our Kenyan friends say, "Asante Sana."

Sincerely,

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Colleen Leithren  
US Program Director  
Water is Life Kenya  
[www.waterislifekeny.com](http://www.waterislifekeny.com)  
302-894-7335

314 E. Main St., Ste. 2, Newark, DE 19711  
Water is Life Kenya is a 501 (c)3 non-profit # 26-3185829

## Water is Life Kenya Sponsorship Opportunity: 2018



Your sponsorship will be seen by all event participants and the 800 people on our email list, 600 households who receive our full-color newsletter, and 1,250 Facebook fans. Most of the attendees live in the DE/MD/PA region. Everyone will get multiple messages about these events, beginning in the coming months.

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### Gold Sponsor \$ 5,000

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- Verbal mention during our WILK Live shows.
- Credit listing on our WILK Live Shows.
- Your own sponsor table at each event.
- Prominent placement of your banner at each event.
- Your Logo (large) on our Water Walk t-shirt.
- Verbal thank you at our events.
- Logo inclusion in all press releases.
- Listing in our newsletters and E-newsletters.
- Website listing.
- Invitation to our annual volunteer recognition event; verbal thank you at event.
- Thank you signage at our Newark office.

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### Silver Sponsor \$ 2,500

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- Credit listing on our WILK Live Shows.
- Prominent placement of your banner at each event.
- Your Logo (large) on our Water Walk t-shirt.
- Verbal thank you at our events.
- Logo inclusion in all press releases.
- Listing in our newsletters and E-newsletters.
- Website listing.
- Invitation to our annual volunteer recognition event; verbal thank you at event.
- Thank you signage at our Newark office.

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### Bronze Sponsor \$ 1,000

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- Credit listing on our WILK Live Shows.
- Your Logo (medium) on our Water Walk t-shirt.
- Verbal thank you at our events.
- Logo inclusion in all press releases.
- Listing in our newsletters and E-newsletters.
- Website listing.
- Invitation to our annual volunteer recognition event; verbal thank you at event.
- Thank you signage at our Newark office.

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### Water Walk Sponsor \$ 150

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- Your Logo (medium) on our Water Walk t-shirt.
- Verbal thank you at our event.
- Logo inclusion in all press releases.