



Dear Potential Sponsor,

Tone Up for Tune Ups, Inc., a 501(c)(3) non-profit organization, is seeking your support in sponsoring our 5K Run/Walk event organized at Lahser & 10 Mile Roads in Southfield, Michigan on May 14, 2016. Unexpected car repairs leave low income families without transportation and at risk of losing their jobs. Help us break this cycle in our community. Proceeds from this event will be donated to the Tone Up for Tune Ups Fund administered by the Department of Southfield Human Services and will assist local families who demonstrate a need for car repairs.

Tone Up for Tune Ups inaugural event in 2012 generated \$3,600. To date, the event has raised \$18,600 and has made a difference in the lives of 19 Southfield families. With your support we are confident we can reach this year's fundraising goal of \$5,000.

Please consider a corporate sponsorship that will enable us to fulfill our mission while giving your company the opportunity to build brand loyalty, attract new customers and showcase your commitment to supporting our community. Tone Up for Tune Ups, Inc. offers a wide range of sponsorship opportunities, both cash and in-kind donations. In-kind donations include event related goods or services which offset budgeted expenses (e.g. water, food, or marketing services) or gift cards to local merchants to be used as prizes for race participants.

Please complete and return the enclosed sponsorship form to the following address or go online to [www.toneupfortuneups.com](http://www.toneupfortuneups.com) to download it. Please make checks payable to: Tone Up for Tune Ups.

**Tone Up for Tune Ups, Inc.**  
640 Autumn Valley Drive  
Ortonville, MI 48462

Thank you in advance for considering our request to support our continued effort to create a community of people working together for a united cause: *Making a difference for others.*

Sincerely,

Jim Wojciechowski | [jim@toneupfortuneups.com](mailto:jim@toneupfortuneups.com) | 248-302-2778  
*Tone Up for Tune Ups Founder & President*