

ben 
yorgey
FOUNDATION



The Ben Event 2011

SPONSORSHIP PROPOSAL

Friday July 15

Saturday July 16

Macungie Memorial Park, Macungie, Pennsylvania

Event Mission

“The Ben Event” is a weekend series of community-based events kicking off Friday evening July 15 and culminating Saturday July 16, 2011.



Planned events include:

- Friday Night Kick off including softball game for athletes with special needs, live music and speakers
- “Hey, I know you” 5K Race
- Fun Walk
- Saturday family activities, music and various demonstrations
- Swimming meet for athletes with special needs
- Motorcycle ride
- Chinese Auction
- Wheels of Time Cruise Night



The Ben Event is designed to both honor the legacy of Benjamin Yorgey and sow the seeds of the Ben Yorgey Foundation which will provide high school graduation scholarships to a total of fourteen special education students. Thirteen \$500 scholarships (one per school district in Lehigh and Carbon Counties) will provide recognition for a job well-done and will give a small jump-start to each recipient for their post-graduate life. One \$5,000 scholarship will be awarded to the Lehigh County special education student who most exemplifies Ben’s character. This honor will be granted in order to offset expenses for the selected young adult’s first year out of high school.

Background

Ben Yorgey was born January 15, 1985 to Kent and Ardyth Yorgey of Allentown, PA, and he was raised in nearby Macungie, PA.



Everything with Ben was absolutely normal until he was eight months old. At that time, he started having seizures, which significantly delayed his normal development. An initial diagnosis of developmental delay was changed to mental retardation as the gap between Ben and his peers continued to widen. Ben’s speech began when he was around 6 years old, but his language skills never reached more than a 6-year-old level. His school years were spent in East Penn School District in an Intermediate Unit Life Skills class where he was instructed using a functional curriculum. Ben thrived in the Life Skills classes and graduated at the age of 21 from Emmaus High School.

On May 7, 2009, Ben died from anoxic brain injury caused by a seizure that he suffered on May 5th. He was an exceptional human who was driven by an ultimate purpose – to share his gift of love, and we are all changed people because of it. This was evident by the variety and number of people (approx. 1,300) who came to pay their respects at his funeral. Ben's wish would be for each of us to live every moment of every day with the same joy and enthusiasm that he did.

Never meet a stranger. There is no such thing. Love everyone.



2011 Ben Event Sponsorship Opportunities

“The Ben Event” Platinum Sponsorship - \$3,000

- Event named for sponsor- The Ben Event presented by your Company
- Platinum sponsor level placement of company/corporate logo on 5K, Motorcycle Ride and Fun Walk T-shirts
- Company logo prominently displayed during all Friday and Saturday events
- Company logo prominently featured on Event brochures, website, advertisements and Event program
- Company name in all press releases
- Company logo prominently featured on banner over Main Street, Macungie
- Opportunity for company display table at the Event
- Opportunity for company banner to be displayed at the Event
- Prominent Friday Night Kick off and Event day recognition



“The Ben Event” Gold Sponsorship - \$1500

- Gold sponsor level logo placement on 5K, Motorcycle Ride and Fun Walk T-shirts
- Gold sponsor status on website, advertisements and Event program
- Gold sponsor level company name/logo on banner over Main Street, Macungie
- Opportunity for company display table at the Event
- Opportunity for company banner to be displayed at the Event
- Gold level recognition at Friday Night Kick off and Event day activities



“The Ben Event” Silver Sponsorship - \$500

- Silver sponsor level name/logo placement on 5K, Motorcycle Ride and Fun Walk T-shirts
- Silver sponsor status on website and Event program
- Silver Sponsor level recognition at Friday Night Kick off and Event day activities



“The Ben Event” Bronze Sponsor - \$200

- Sponsor name placement on choice of 5K, Motorcycle or Fun Walk T-Shirts (select one)
- Bronze sponsor status on website and Event program.

SUMMARY OF SPONSORSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER	BRONZE
Event named for sponsor - The Ben Event presented by your Company	♥			
Placement of company/corporate logo on 5K, Motorcycle Ride and Fun Walk T-shirts	♥	♥	♥	
Company logo prominently displayed during all Friday and Saturday Events	♥			
Company logo prominently featured on Event brochures, website, advertisements and program	♥	♥		
Company name in all press releases	♥			
Company logo prominently featured on banner over Main Street, Macungie	♥	♥		
Opportunity for company display table at the Event	♥	♥		
Opportunity for company banner to be displayed at the Event	♥	♥		
Prominent Friday Night Kick off and Event day recognition	♥	♥	♥	
Recognition on website and Event program			♥	♥
Name placement on choice of 5K, Motorcycle or Fun Walk T-shirt				♥



THE 2011 BEN EVENT SPONSORSHIP FORM

Organization Name: _____

Address: _____

Contact Name/Phone: _____

Email: _____

Donation: (Select one)

Monetary: **Platinum Sponsor \$3,000**

Gold Sponsor \$1500

Silver Sponsor \$500

Bronze Sponsor \$200

5K T-shirt

Fun Walk T-shirt

Motorcycle Ride T-shirt

Other Donations: \$ _____

Supplies/Products: Qty. _____

Please make checks payable to:

Ben Yorgey Foundation
5771 Buckeye Road
Macungie, PA 18062

Contact Info:

Ardy and Kent Yorgey
610-966-5254

www.heyiknowyou.org

What is the Reality for Those Like Ben?

The overall outlook for students graduating from high school with similar disabilities such as Ben's is bleak. These young adults and the families of the young adults are often faced with the following:

- Lack of an ability to live independently or even without direct supervision
- Lack of an ability to find a job that will accommodate their situations
- A cost of over \$40 per hour for additional job coaching
- A cost of approximately \$18,000 per year to attend a day program not including transportation
- A 2 to 3 year wait after graduation to receive any financial assistance from the state of Pennsylvania
- A loss of self-worth as these young adults, who desire to work, are forced to stay home



Our Plans

The Ben Yorgey Foundation, a 501c3 organization, was formed to keep Ben's legacy alive and to assist the graduating special education students in Lehigh and Carbon Counties as they begin their postgraduate lives.

Our long range plans include: 1) reaching additional counties that surround Lehigh County with scholarships, and 2) establishing a transition school/facility in Lehigh County for graduating high school students with special needs.

We may only reach a few graduating seniors at a time, but to those seniors, our help ---and yours---can change their lives!



In Review: 2010 Inaugural Ben Event

Much was accomplished in our inaugural year. The "Hey, I Know You" 5K hosted 250 runners, the Fun Walk had more than 125 "walkers" and the Motorcycle Ride had 100 riders. Several hundred people were on hand for the Friday Night Kick off as well as our Saturday family activities. In order to accomplish the goals of providing the scholarships listed in the our "Event Mission", we needed to net at least \$10,000. We were very grateful to finish with a NET of \$26,000 after our first year! Before we even had our first Ben Event, we were able to award a \$500 scholarship to Michael De Micco, a special education student at Emmaus High School.



Prudential
 The United Way Foundation
 Children's
 Wheels of Time SRA
 Steven C. O'Donnell
 Memorial Fund
 YOUNG & YOUNG
 Member of C&W

ben yorgey FOUNDATION
 www.heyiknowyou.org

THE BEN EVENT

July 16 & 17, 2010

- Friday Night Kick-Off
- Hey, I Know You 5K & Fun Walk
- Motorcycle Ride
- Family Activities
- Cruise Night

Macungie Memorial Park

hey
 i know you!
 -BPN

