

ryan

For those unfamiliar with Ryan, he was a 10-year-old boy who passed away in 2012 after a 5-year battle against Ependymoma brain cancer. The Clarkston community unyieldingly supported Ryan throughout his ordeal with many grassroots initiatives including a Twitter # initiated by Clarkston High School student, Nathan Yeloushan. The #RyanKennedy trended worldwide and helped to generate awareness of Ryan's personal battle as well as children affected by brain cancer in general. Following the Twitter trending, CHS students and their supervisor, Amy Quayle, created a gray rubber bracelet imprinted with Ryan's name and sold them to help raise funds for Ryan's family. The bracelet fundraising alone raised more than \$6,000. Also, Clarkston restaurant Buckshots Bar and Grill and rock-band The Locals jointly sponsored a community fundraiser that raised more than \$15,000 in one entertainment-filled evening. In addition to touching so many lives and positively influencing an entire community, Ryan also inspired professional athletes and celebrities alike, to pledge their support and dedicate their services for the cause of childhood brain cancer awareness. Needless to say, the community and beyond will forever cherish Ryan's memory. He left us all a legacy of courage and strength. Wholeheartedly, we feel a memorial in his name would be more than appropriate to honor his lasting impact and remembrance.



friends of
ryan
kennedy
c/o Turtle Toys
5530 Sashabaw Road, Ste. B
Clarkston, MI 48346



ryan
kennedy
in affiliation with A Space 2 Dream

courage and strength

We are a committee of individuals from the family of Ryan Kennedy and the Clarkston community.

Our Mission: To build a memorial playground in the name of Ryan Kennedy and to dedicate "Kids Day in the Park" honoring Ryan.

**Ryan Kennedy Memorial Playground
at Clintonwood Park**



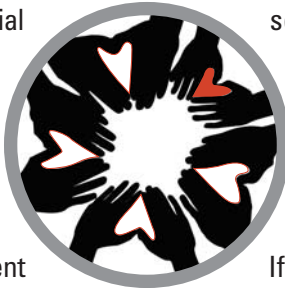


artist's rendering

Ryan Kennedy Memorial Playground at Clintonwood Park

As we turn the next chapter with regards to our enduring support to Ryan's legacy, we have formed a committee called "Friends of Ryan Kennedy" with two goals in mind. The first is to build the accessible Memorial Playground at Clintonwood Park. Ryan loved to be outdoors and play as much as he could. He loved organized sports like baseball and football as well as being able to run and play at the park like every other ten year old.

Ryan's family thoughtfully chose the equipment to best accommodate children of all stages of health and physical abilities to have a place to play and just be kids. The proposed area will be 13,000 square feet and will be fun for all ages. The playground is estimated to cost around \$300,000 and will benefit the entire community.



To make this dream a reality, we must raise money through fundraising and individual or corporate donations. Not only will our fundraising efforts consist of several events held at various locations throughout the year, the Friends of Ryan Kennedy will be offering commemorative plaques to recognize generous contribution. These plaques will be on display at the Ryan Kennedy Memorial Playground.

If you would like to become an individual or corporate sponsor in support of the Ryan Kennedy Memorial Playground, please call Jamie Nye at 248-935-7096 or e-mail ryankennedy052402@yahoo.com. A donation form is also available online at <http://bit.ly/FORyanK>.

Ryan Kennedy "Kids Day in the Park" Annual Event

As fundraising efforts work to make the playground a reality, we will work on our second goal, which is to use the money raised at the annual Ryan Kennedy Kids Day in the Park to assist families with children who are currently battling cancer. This event, which will be sponsored by local businesses and Independence Township Parks, Recreation

and Seniors, will be held the second Saturday every May to raise additional revenue. It was Ryan's dream that no other children battle cancer. Until his dream is realized, our mission is to "pay it forward" and assist families in the future who are faced with the difficult journey of battling childhood Ependymoma and other cancers.

*Sponsor is responsible for providing all names and/or company logos in electronic form to comply with deadlines. Friends of Ryan Kennedy is no way endorse the services and products of its sponsors. Friends of Ryan Kennedy reserves the right to make changes to this sponsorship offer either in whole or in part.

Sponsorship Levels

Please support the Ryan Kennedy Memorial Playground as we work in partnership with the community for the benefit of all our children.

Ryan's Corvette Level:

Opportunity to be a spokesperson during the media coverage and Grand Opening of the playground • All additional benefits below

Sponsorship Contribution: \$15,000 & above

Ryan's Camaro Level:

Company logo on all promotional materials • Sponsor "Thank You" ad in the *Oakland Press & Clarkston News* • Dedication plaque honoring our appreciation • Private tour and play experience the day before the Grand Opening of the playground • All additional benefits below

Sponsorship Contribution: \$10,000

Ryan's Escalade Level:

Half-page ad in the 2014 Summer Recreation Guide • Professional photo taken of your organization or family in front of the playground • All additional benefits below

Sponsorship Contribution: \$5,000

Ryan's Mustang Level:

24x24 commemorative plaque displayed at the Ryan Kennedy Memorial Playground • Business or Family name on all promotional materials distributed • All additional benefits below

Sponsorship Contribution: \$2,500

Ryan's Challenger Level:

12x12 commemorative plaque displayed at the Ryan Kennedy Memorial Playground • Invitation to the Playground Partners Sponsor Thank You Event • Framed certificate of appreciation

Sponsorship Contribution: \$1,000

For more detailed information about corporate sponsors or to make a pledge, please contact Jamie Nye at 248-935-7096 or visit: <http://bit.ly/FORyanK> to download a sponsorship form.