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**Sunday, April 9, 2017**  
**3:00pm-5:00pm (Seating & Raffle at 2:00pm)**  
**Hosted by Embassy Suites by Hilton, Brookfield, WI.**  
**Proceeds benefit the Bryon Riesch Paralysis Foundation.**



Over the years, our hosts, have introduced over 115 outstanding models (men, women, and children of all ages), representing the Midwest, to the runway. All wheelchair users. All "Rolling the Runway for Research". To date, we have raised over \$56,000.00 for medical research and our fight against Paralysis! With average audiences reaching more than 250 people and your dedicated support, we continue our mission and will provide this amazing opportunity to more individuals for years to come.

On April 9th we roll again!!

### **About "This is How We Roll"**

**Our Visionary.** On March 16, 1997, Jenny Addis was a victim in a tragic drunk driving accident, leaving her paralyzed from the chest down. At age 24, she was lost, living life wondering why she survived that horrific day and what was her life purpose. The independence, livelihood, career and dignity once taken for granted were stripped away. Jenny found herself living a life surrounded by physical limitations. As she chose to be an individual who aspires to live life to the fullest, with the same freedoms as the rest of the world, she found it to be even more challenging.

**Our Mission.** "This is How We Roll" was created to highlight the importance of medical research, wheelchair accessibility and inclusion within the community by breaking down barriers and changing the stereotypes society has about wheelchair users. It also provides each model with a life changing experience by promoting positivity, self-worth and life skills. Models include a diverse group, ranging from teachers, nurses, lawyers, school children and even pageant titleholders.

**Our Cause.** For over a decade, the Bryon Riesch Paralysis Foundation's goal has strived to find a cure for paralysis through funding the latest in medical research and providing assistance to those that suffer from neurological disorders, such as spinal cord injuries, Parkinson's, Alzheimer's, ALS, and more.

In order to bring "This Is How We Roll" to our models, businesses and community at large, we need your help. We are seeking out sponsors and collaborators to partner with us in putting on this remarkable event. By participating, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the supporters and the community at large. In addition, there will be the added support you will receive from the BRPF's constituents.

If you are interested in sponsoring the upcoming "This Is How We Roll" Fashion Show, please fill out the attached Sponsorship form or contact **Jenny Addis, Fashion Show Coordinator, 715-802-3456** or email [ThisIsHowWeRoll@brpf.org](mailto:ThisIsHowWeRoll@brpf.org).

*Be Inspired!* Check out 2016 Fashion Show Highlights: <https://youtu.be/3fPsmblul8Y>

*Jenny Addis, Fashion Show Coordinator* ▪ [addisjenny@yahoo.com](mailto:addisjenny@yahoo.com) ▪ 715-802-3456  
*Follow us on Facebook: This is How We Roll*



## Sponsorship Opportunities

### Supreme Roller for Research Sponsor \$2,500 and up

- Logo/Company name on all of our promotional materials
- A full-page advertisement in our “This is How We Roll” programs.
- Mention of your sponsorship during the “This Is How We Roll” Fashion Show Event
- Logo/company name posted on “This Is How We Roll” event page and BRPF website
- A thank you for your sponsorship on “This Is How We Roll”/BRPF Facebook pages
- Benefits from extended exposure through media campaigns and promotional efforts
- VIP seating for 8 at the “This Is How We Roll” Fashion Show Event

### Extreme Roller for Research Sponsor \$1,000- \$2,500

- A full-page advertisement in the “This is How We Roll” programs
- Mention of your sponsorship during the “This Is How We Roll” Fashion Show Event
- Logo/company name posted on “This Is How We Roll” event page and BRPF website
- A thank you for your sponsorship on “This Is How We Roll”/BRPF Facebook pages
- Benefits from extended exposure through media campaigns and promotional efforts
- VIP seating for 4 at the “This Is How We Roll” Fashion Show Event

### Grand Roller for Research Sponsor \$500- \$999

- A half page advertisement in the “This is How We Roll” programs
- Mention of your sponsorship during the “This Is How We Roll” Fashion Show Event
- Logo/company name posted on “This Is How We Roll” event page and BRPF website
- A thank you for your sponsorship on “This Is How We Roll”/BRPF Facebook pages
- VIP seating for 2 at the “This is How We Roll” Fashion Show Event

### High Roller for Research Sponsor \$250 - \$499

- A quarter page advertisement in the “This is How We Roll” programs
- Logo/company name posted on “This Is How We Roll” event page and BRPF website
- A thank you for your sponsorship on “This Is How We Roll”/BRPF Facebook pages
- In-kind contributions qualify for this level.

If interested in a Sponsorship Opportunity please contact Jenny Addis, Fashion Show Coordinator, 715-802-3456 or e-mail [ThisIsHowWeRoll@brpf.org](mailto:ThisIsHowWeRoll@brpf.org).

*Jenny Addis, Fashion Show Coordinator* ▪ [addisjenny@yahoo.com](mailto:addisjenny@yahoo.com) ▪ 715-802-3456

*Follow us on Facebook: This is How We Roll*

# THIS IS HOW WE ROLL

A fashion show fundraiser & community awareness event



**Yes! I will support the "This Is How We Roll" Fashion Show (Print clearly) ...  
(Deadline for Sponsorship Ad space in programs is Monday, March 20, 2017)**

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Sponsorship Amount: \_\_\_\_\_

Ad Space Size (PDF file with fonts embedded):

¼ page (2.5w x 3.875h) \_\_\_ ½ page (5.125w x 4h or 2.5w x 8h) \_\_\_ Full page (5.125w x 8h) \_\_\_

Signature: \_\_\_\_\_

Check is enclosed (Payable to BRPF):

**Mailing address:**

BRPF

**Attention: "Fashion Show" Donation**

PO Box 1388

Waukesha, WI. 53187-1388

***\*The Bryon Riesch Paralysis Foundation is 501(c) 3 tax exempt charitable organization. Thus; your donation is tax deductible.***

*Jenny Addis, Fashion Show Coordinator* ■ *addisjenny@yahoo.com* ■ 715-802-3456

*Follow us on Facebook: This is How We Roll*