

# Einstein Run to Read

Einstein Run to Read  
Haile Village Center  
October 25, 2014

Hello,

The Einstein School is a school that helps children with reading disabilities like dyslexia. These disabilities can overwhelm a child and our society as we know that 80% of prison inmates are illiterate. We also know that with the right kind of help, people with reading disabilities can be highly successful, John Chambers, founder of Cisco; David Neeleman, founder of Jet Blue; Paul Orfalea, founder of Kinkos; in fact 30% of great entrepreneurs have significant reading disabilities. The Einstein School is committed to helping children overcome their disability and be counted among the successful in society:

- Einstein School educates 110 students in Alachua County
- 50% of their students are on free and reduced lunches
- Einstein School is free to all enrolled children
- Einstein School provides a 1:7 teacher ratio, occupational therapy as well as speech and language therapy to all students.

Your business can be a part of this helpful cause by sponsoring the Einstein Run for Reading the 1st Annual 5K Run & Walk on October 25, 2014, 8:30am at the Haile Plantation Village Center in Gainesville. This event will bring together many runners, families of the Einstein School, students from DECA, the Entrepreneurship Academy at Buchholz High School, and Haile Village Market goes for a morning of exercise, food, and other post-race festivities for the entire family.

We are organizing this race to educate the community about dyslexia, find solutions, and raise money for the Einstein School. One of the panel members of this committee is a graduate of the school and is now an honors/AP student and enrolled in the Academy of Entrepreneurship at Buchholz. This would not have been possible without the program at The Einstein School.

Will you help us help these children? Sponsorships are the largest source of funding for our run. As a sponsor your business will be posted on a banner for race day participants to see as well as a logo placement on our event poster and t-shirt. Sponsors who sign up early will be mentioned in posters, press releases, brochures, and registration forms that will be distributed throughout North Central Florida. Additional sponsor benefits include complementary 5K registration and t-shirt. All sponsors are appreciated and will be recognized depending on the price. To have your logo printed on the back of the shirt, we ask for a minimum of \$250 donation cash or in gift cards/products. Tax deductible cash contributions can be made by making checks payable to Community Foundation of North Central Florida and put Einstein School run in the memo.

We look forward to your participation in this project that will impact children's lives for years to come. Please feel free to contact us through any contact below or our Registration Coordinator at [einsteinruntoread@gmail.com](mailto:einsteinruntoread@gmail.com). To get the most out of your sponsorship, please let us know of your interest as soon as possible by returning the enclosed form.

Sincerely,

Nick Bennett, Alex Smock, and Isabella Whelan  
Einstein Run for Reading  
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