Pi Kappa Alpha Fraternity   
Western University Iota Omega Chapter

925 Richmond St  
London, Ontario   
N6A 3J5

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Dear Valuable Prospective Sponsors,

The Pi Kappa Alpha fraternity at Western University would like to extend to you an invitation to sponsor our annual Pike’s Peak Week: The Greek Challenge.

Pike’s Peak Week: The Greek Challenge is a week-long competition between the fraternities and sororities on Western’s campus. For the last two years, we have seen between 300-500 members from these student organizations participate throughout the week to help raise awareness as well as raise funds to the tune of $13,000 towards our friends at Right to Play as well as Children’s Health Foundation. This year our philanthropic goal is to raise money towards the **Learning Disabilities Association - London Region** (LDA).

In sponsoring the LDA, it is quintessential that we first understand what exactly a learning disability entails. A learning disability affects the way a person learns, remembers, understands, and expresses information. They affect specific areas of function and come in many forms with differing levels of severity. Through program offerings, individual coaching, advocacy and community resources, the LDA provides the ongoing strategies and accommodations people with learning disabilities need to succeed, in all walks of life.

During the week of **October 17 to 24**, our goal is to set a new benchmark in the amount that is raised for the LDA. We also hope that throughout the week we can inspire our peers to take an interest in this worthwhile cause, especially considering the fact that many of our classmates may indeed be living with a learning disability. We cannot do this without support from generous corporate sponsors such as you.

A gift at any level would go a long way towards helping us reach our goal. With an anticipated crowd of 500 people brought together multiple times throughout the week and local media coverage, Pike’s Peak Week: The Greek Challenge serves as an excellent opportunity to expose your company and brand to the London and student community. Attached in this email is a pamphlet summarizing Peak Week and information detailing our sponsorship objectives and rewards. Please do not hesitate to contact either of us with any question or concerns.

We look forward to speaking with you at your earliest convenience.

Sincerely,

Harrison Lau

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Pi Kappa Alpha Fraternity Peak Week Co-Chair

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