



Southwest Home Equity Assurance
5334 West 65th Street
Chicago, IL 60638

Greetings Walker,

This is your personal invitation to join Chicago's southwest neighborhoods annual 5K walk. Last year, the Southwest Home Equity Assurance Program's annual "Welcome Home Walk" was a tremendous success. It exceeded our goals of participation and fund raising for local charitable organizations. With hundreds of participants, we surpassed all of our expectations for event participation! Local teams came out to raise money for local nonprofits. Thanks to donations from our sponsors, each team raised \$100 for their chosen charitable organization.

10th Annual Walk on the Southwest Side – Saturday, September 18, 2010

The 10th annual Welcome Home Walk is fast approaching, and we'd like to give you an early opportunity to donate as this year's event promises to be bigger and better than ever. We look forward to talking to you about donation options. Please see the enclosed documents for suggested sponsorship levels.

About the Program

As you know, the Southwest Home Equity Program is a State of Illinois program (65 ILCS95/1-20) that protects home values and promotes stability and growth in Chicago's southwest neighborhoods. Since the program's inception, the southwest neighborhoods have become diverse and stable.

How You Can Help

The Welcome Home Walk depends on sponsors like you for donations to this great community participation event. Please review the enclosed information to learn more about sponsorship tiers and the wonderful return on investment you will receive by partnering with the Southwest Home Equity Assurance Program.

Promotional Opportunities

We will be promoting the event through newspaper ads, walk t-shirts, registration brochures, posters, direct mail and on our Web site. There will also be tables available at the walk to display information about your product or service. All of these promotional opportunities will provide the recognition you deserve for your contribution.

For more information about the Southwest Home Equity Assurance Program, I encourage you to visit our Web site at www.swhomeequity.com. We will follow up with you in the next several weeks to discuss your donation to the Welcome Home Walk. In the meantime, feel free to call me, as the Executive Director of the Southwest Home Equity Assurance Program, at 773/735-2000 if you have any questions.

With kindest regards,

Kenneth E. Pannaralla
Executive Director
Southwest Home Equity Assurance Program