



Dear Community Partner,

We would like to invite your company to be a part of the Down Syndrome Association of Atlanta's (DSAA) 21th Annual Buddy Walk®, a celebration of the abilities and accomplishments of individuals with Down syndrome.

The Buddy Walk® (BW) was established in 1995 by the National Down Syndrome Society (NDSS) to celebrate Down Syndrome Awareness month in October and to promote acceptance and inclusion of people with Down syndrome. The Buddy Walk is a day filled with fun family activities and it gives the families time to meet other families in similar situations. It is also a day to celebrate the accomplishments and abilities of individuals with Down Syndrome in our community.

Funds raised from past Buddy Walks have been used to fund a number of DSAA programs, including assistance to new parents; educational seminars; social events; monthly networking groups for moms and dads; and education materials and resources to the community. Last year, DSAA was a founding member of the Ga Down Syndrome Consortium which includes: Gigi's Playhouse, Emory Down Syndrome Clinic, The Adult Disability Home and The National Down Syndrome Congress. This consortium will help us to serve the community in a more unified way. In the long run this will benefit the individuals that we serve in the most positive way.

Being a Buddy Walk sponsor is a great opportunity for your company to get recognition for supporting a worthy cause! Additional detail is enclosed; however, a brief summary of the different sponsorship levels is below:

LEVEL	CONTRIBUTION
Presenting Sponsor	\$15,000
Platinum Sponsor	\$10,000
Gold Sponsor	\$7,500
Silver Sponsor	\$5,000
Bronze Sponsor	\$2,500
Finish Line Sponsor	\$1,000

We hope you will choose to help promote the acceptance and inclusion of people with Down syndrome in our community. Your involvement will help make this year's Buddy Walk a spectacular celebration.

Thank you for your consideration and support!

Meagan Nash
2018 Buddy Walk Co-Chair

Nanci Brown
2018 Buddy Walk Co-Chair

Sheryl Arno
DSAA Executive Director

Terms: All contributions benefit the Down Syndrome Association of Atlanta (DSAA).

Contributions must be received by September 15, 2018

to be included in Buddy Walk promotional materials. Please contact us regarding in-kind donations. All donations are tax deductible as allowed by law. Tax ID 58-1585337.

DOWN SYNDROME ASSOCIATION OF ATLANTA FACT SHEET

Founded in 1979, The Down Syndrome Association of Atlanta (DSAA) is a 501(c)(3) Georgia non-profit organization dedicated to providing individuals with Down syndrome and their families life-long community connections.

DSAA provides:

- Year-round **educational conferences** and **social gatherings** for our member families
- **Parent liaisons** to 75 metro Atlanta birthing hospitals to provide information and support to parents with a new diagnosis and to distribute accurate information about Down syndrome to OB/GYN practices in metro Atlanta
- Administration of **Educational Liaisons** providing information and activities for educators working with students who have Down syndrome
- **Sensitivity and Disability Awareness Trainings for Corporations and Faith Based Communities.** This is a new program for DSAA. Corporations and other organizations have engaged with DSAA to sit on panel discussions as well as head up trainings as companies are looking to be more diversified with their employees and customer service departments, as they serve the community
- **Community-based parent support groups**, a metro wide D.A.D.S group and social media groups to provide support, information and resources for parents and caregivers
- Information on **advocacy** opportunities and issues affecting persons with special needs in Georgia and influences legislative action and public policy
- An annual **Buddy Walk®** each October to raise awareness and support
- **Financial support** and partnership with the Adult Disability Medical Home, Gigi's Playhouse, The Emory Down Syndrome Clinic, The National Down Syndrome Congress, The Marcus Jewish Community Centers Blonder Department for Special Needs. We also support the Asociación Hispana de Síndrome de Down en Atlanta (AHSDA)

Since our inception, DSAA has been dedicated to support early intervention, education, awareness, and advocacy for persons with Down syndrome and their families. We serve the greater Metro-Atlanta area, which includes the following counties: Fulton, DeKalb, Cobb, Clayton, Fayette, Coweta, Forsyth, Gwinnett, Cherokee, Rockdale, Henry, Newton, Troup, Douglas, Oconee, Spalding, Paulding, and Floyd.

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Why should I consider becoming a Buddy Walk sponsor?

By becoming a sponsor, you will aid the Down Syndrome Association of Atlanta's efforts to empower parents and people with Down syndrome, through information, education, and social activities. Thousands of attendees in this year's event will also notice you.

Sponsorship Levels:

PRESENTING SPONSOR: \$15,000

- Event presented by company
- Introduction of CEO or representative at walk and opportunity to speak from the stage
CEO or representative participation in all pre-event publicity, including on-air interviews
- Exclusive presenting sponsor logo recognition on all print advertising (including any advertisements, local signage, posters, etc.), on the back of 3,500+ event t-shirts and on all event materials, both pre-event and day-of the walk
- Inclusion in all media materials and outreach and across all DSAA social channels
- Corporate Name/Logo included in all press releases
- Complementary BW registration for ten (10) company representatives
- Priority exhibitor table with the opportunity to distribute materials and/or coupons or brochures to more than 4,000 participants (company must supply) the day of event
- Display of products at the event (*products may not be sold on site*)
- Logo recognition for one year on our website with an exclusive link to sponsor's website
- Logo in DSAA newsletter for one year
- Display of sponsor's signage

PLATINUM SPONSOR: \$10,000

- Exclusive presenting sponsor logo recognition on all print advertising (including any advertisements, local signage, posters, etc.), on the back of 3,500+ event t-shirts and on all event materials, both pre-event and day-of the walk
- Inclusion in all media materials and outreach.
- Logo recognition for one year on the front page of our website with an exclusive link to sponsor's website.
- Logo in DSAA newsletter for one year.
- Display of sponsor's signage
- Display of products at the event (*products may not be sold on site*).
- Distribution of sponsor's promotional materials at the walk.
- Priority Exhibitor table at the event.

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GOLD SPONSOR: \$7,500

- Logo recognition on all print advertising (including any ads, local signage, posters, etc.), on the back of event t-shirts and on all event materials, both pre-event and day-of the walk.
- Inclusion in all media materials and outreach.
- Logo recognition for one year on the front page of our website with an exclusive link to sponsor's website.
- Logo in DSAA newsletter for one year.
Display of sponsor's signage.
- Display of products at the event (*products may not be sold on site*).
- Distribution of sponsor's promotional materials at the walk.
- Priority Exhibitor table at the event.

SILVER SPONSOR: \$5,000

- Logo recognition on all print advertising (including any ads, local signage, posters, etc.), on the back of event t-shirts and on all event materials, both pre-event and day-of the walk.
- Inclusion in all media materials and outreach.
- Logo recognition for one year on the front page of our website with an exclusive link to sponsor's website.
- Logo in DSAA newsletter for one year.
Display of sponsor's signage.
- Display of products at the event (*products may not be sold on site*).
- Distribution of sponsor's promotional materials at the walk.
- Exhibitor table at the event

BRONZE SPONSOR: \$2,500

- Logo recognition on all print advertising (including any ads, local signage, posters, etc.), on the back of event t-shirts and on all event materials, both pre-event and day-of the walk.
- Logo recognition on the DSAA website throughout the Buddy Walk promotion and pledge drive.
- Logo in DSAA newsletter following event.
- Display of sponsor's signage.
- Exhibitor table at the event

FINISH LINE SPONSOR: \$1,000

- Logo recognition on all print advertising (including any ads, local signage, posters, etc.), on the back of event t-shirts and on all event materials, both pre-event and day-of the walk.
- Logo recognition on the DSAA website throughout the Buddy Walk promotion and pledge drive.
- Logo in DSAA newsletter following event.
- Display of sponsor's signage

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In-Kind Donation

The success of the Buddy Walk is in part because of the wonderful donations of food, materials, and services. In-kind sponsors receive recognition on our website, press materials, and the day of the event.

Corporate Team

Companies and organizations are encouraged to form their own corporate teams. Each team member may sign up to join the corporate team individuals, organizations, and companies who support the walk with individually and build their own support from friends, family, and co-workers.

Visit our website: <http://www.dsaatl.org/buddywalk>

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