

STEP RIGHT UP AND MAKE AN IMPACT!

Join the Down Syndrome Association of West Michigan (DSAWM) as we Step Up for Down Syndrome! Our annual fundraising campaign culminates with a family-friendly celebration for the West Michigan Down syndrome community and all our friends.

The 2023 celebration will be held on Saturday, September 9th at Hudsonville Fairgrounds and will feature carnival games, prizes, food trucks, a disability-focused resource fair, music, and more! Over 1,000 people are expected to attend.

**Our 2023 fundraising goal is \$130,000.
Fundraising is underway and we invite you to
Step Right Up and make an impact!**

Since last year's Step Up event, your support has:

- Provided 375+ hours of free programming to members of all ages
- Funded 20 financial assistance grants to families in need
- Launched 7 new programs in Kent county



Approximately 1 of every 700 babies born in the United States has Down syndrome, a developmental disability caused by the presence of an extra copy of the 21st chromosome. While Down syndrome may affect how those with the condition look, speak, learn, or interact, it does not limit their ability to lead active, fulfilled lives. People with Down syndrome go to college, have careers, learn to drive, vote, live independently, and get married. With the support and advocacy of organizations like DSAWM, the possibilities are endless for this community.



OUR MISSION & VALUES

The Down Syndrome Association of West Michigan (DSAWM) is a resource and advocacy organization promoting public awareness and supporting lifelong opportunities for individuals with Down syndrome. We aim to provide support for all families in the Western Michigan Down syndrome community.



Down Syndrome Association of West Michigan
160 68th St. SW, Ste. 110 | Grand Rapids, MI 49548
616-956-3488 | dsawm.org | tax ID: 38-2641856



TO BENEFIT THE
DOWN SYNDROME ASSOCIATION OF WEST MICHIGAN

SEPTEMBER 9, 2023

3-7PM AT HUDSONVILLE FAIRGROUNDS
5235 PARK AVE. HUDSONVILLE, MI 49426

SPONSORSHIP BROCHURE





SPONSORSHIP LEVELS

	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,500	BRONZE \$750
Acknowledgement during opening ceremony	★			
Dedicated social media post	★	1 social shout-out		
Recognition in DSAWM Annual Report	★	★		
Sponsor logo printed on event t-shirt	3" logo	2.5" logo	2" logo	
Distribution materials included in swag bag	★	★	★	
Sponsor logo on a sign displayed at the event	8 signs	4 signs	2 signs	1 sign
Exhibitor table at the event	★	★	★	★
Recognition on event website	★	★	★	★

2023 STEP UP FOR DOWN SYNDROME SPONSORSHIP COMMITMENT

COMPANY NAME/TITLE FOR SPONSOR LISTING

CONTACT PERSON

PHONE

EMAIL

ADDRESS

PLATINUM \$5,000
 GOLD \$3,000
 SILVER \$1,500
 BRONZE \$750

SPONSORSHIP LEVEL

WILL YOUR COMPANY PARTICIPATE WITH AN EXHIBITOR BOOTH ON EVENT DAY?

YES
 NO

WILL YOUR COMPANY INCLUDE MATERIALS FOR THE PARTICIPANT SWAG BAG?

YES
 NO



Scan the QR code to pay online or return this form with payment to: DSAWM, 160 68th St. SW, Ste. 110, Grand Rapids, MI 49548 or director@dsawm.org



SPONSORSHIP LEVELS

2023 STEP UP FOR DOWN SYNDROME



Scan the QR code or visit dsawm.org/stepup to learn more and become a sponsor!

	PRESENTING \$10,000	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,500	BRONZE \$750
Sponsor representative leads the event day walk	★				
Sponsor logo on event banner	★				
Acknowledgement during opening ceremony	★	★			
Dedicated social media post	★	★	1 social shout-out		
Recognition in DSAWM Annual Report	★	★	★		
Sponsor logo printed on event t-shirt	4" logo <small>on front and back of shirt, "presented by"</small>	3" logo	2.5" logo	2" logo	
Distribution materials included in swag bag	★	★	★	★	
Sponsor logo on a sign displayed at the event	8 signs	8 signs	4 signs	2 signs	1 sign
Exhibitor table at the event	★	★	★	★	★
Recognition on event website	★	★	★	★	★



SPONSORSHIP OPPORTUNITIES

2023 STEP UP FOR DOWN SYNDROME



Sponsorship opportunities are available at a number of levels. Whether you chose to sponsor the general event or support a fundraising team, your sponsorship will impact hundreds of families across West Michigan.

If you chose to sponsor the general event, we are offering a limited number of opportunities to apply your sponsorship to several high-visibility activity stations. Sponsor signage will be featured at the stations and noted on the event website and social media shares. Opportunities include:

\$5,000

Carnival Games

\$5,000

Team Tent Village
(reserved area for teams to gather and "tailgate")

\$3,000

Tot Zone
(soft play area for toddlers and littles)

\$3,000

Music & Dancing

\$1,500

Photo Booth

\$1,500

Characters
(hired actors to engage with attendees)

\$750

Self-Advocate Showcase

\$750

Instagram Scavenger Hunt



Scan the QR code or visit dsawm.org/stepup to learn more and become a sponsor! Questions? Contact us at info@dsawm.org or 616-956-3488.