# ★ 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





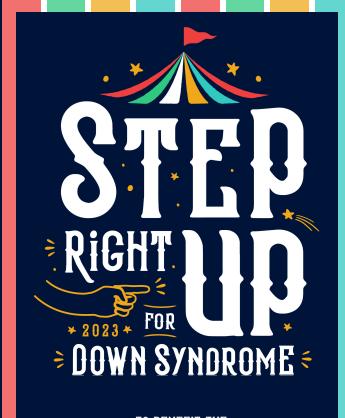
Approximately 1 of every 700 babies born in the United States has Down syndrome, a developmental disability caused by the presence of an extra copy of the 21st chromosome. While Down syndrome may affect how those with the condition look, speak, learn, or interact, it does not limit their ability to lead 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.



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<br>\$5,000 | GOLD<br>\$3,000       | SILVER<br>\$1,500 | BRONZE<br>\$750 |
|---|---------------------|-----------------------|-------------------|-----------------|
| Acknowledgement during opening ceremony       | *                   |                       |                   |                 |
| Dedicated social media post                   | *                   | 1 social<br>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 SILVER \$1,500 BRONZE **SPONSORSHIP LEVEL** 

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



YES



WILL YOUR COMPANY INCLUDE MATERIALS FOR THE PARTICIPANT SWAG BAG?

NO



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<br>more and become a sponsor! | PRESENTING<br>\$10,000                             | PLATINUM<br>\$5,000 | GOLD<br>\$3,000       | SILVER<br>\$1,500 | BRONZE<br>\$750 |
|---------------|---|--|---------------------|-----------------------|-------------------|-----------------|
| Sponsor repre | esentative leads the event day walk                     | *  |                     |                       |                   |                 |
| Spo           | nsor logo on event banner                               | *  |                     |                       |                   |                 |
| Acknowleds    | gement during opening ceremony                          | *  | *                   |                       |                   |                 |
| Dec           | dicated social media post                               | *  | *                   | 1 social<br>shout-out |                   |                 |
| Recogni       | tion in DSAWM Annual Report                             | *  | *                   | *                     |                   |                 |
| Sponso        | r logo printed on event t-shirt                         | 4" logo on front and back of shirt, "presented by" | 3" logo             | 2.5" logo             | 2" logo           |                 |
| Distributio   | n materials included in swag bag                        | *  | *                   | *                     | *                 |                 |
| Sponsor log   | go on a sign displayed at the event                     | 8 signs  | 8 signs             | 4 signs               | 2 signs           | 1 sign          |
| Ex            | hibitor table at the event                              | *  | *                   | *                     | *                 | *               |
| Rec           | ognition on event website                               | *  | *                   | *                     | *                 | *               |



#### SPONSORSHIP OPPORTUNITES

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.