



**North Carolina**  
**Down Syndrome Alliance**  
empower • connect • support

## 2020-2021 Sponsorship Information



*Together  
We Can Do  
So Much*



**North Carolina  
Down Syndrome Alliance**  
empower • connect • support

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### Our Mission

To empower, connect, and support the lifespan of individuals with Down syndrome, their families, and the community through outreach, advocacy, and education in North Carolina.

### Our Vision

North Carolina Down Syndrome Alliance is an effective, compassionate, and comprehensive resource on Down syndrome throughout North Carolina. NCDSA envisions a culture in which all people with Down syndrome are empowered to achieve their full potential and live healthy, productive lives as valued citizens. within the fabric of society.

Each year, NCDSA works to strengthen and expand the services provided to individuals with Down syndrome and their families across the state. **Services are divided into 4 core areas:**

Family Support	Training & Education	Social Opportunities	Outreach
NC First Call Program New & Expectant Family Program Newcomer Program Parent Connections Program Support & Resource Groups Resource Referral Program	Educational Workshops & Seminars Specialized Educational Series Statewide Conferences iCan Bike Camp The Learning Program™	Moms', Dads' Night Out Babies & Tots Play Dates Annual Family Picnic Buddy Walk Holiday Parties Fall Harvest Dance Inclusive Play Dates	Healthcare Providers Education Advocacy Down Syndrome 101 Hispanic Community

The **North Carolina Down Syndrome Alliance** is a 501(c) 3 charitable organization and contributions are fully tax-deductible. NCDSA depends solely on donations and fundraisers to provide programs and services and meet operational costs.

It is only through the generosity of many individuals, corporations, and grants that NCDSA is able to provide quality programs and services for individuals with Down syndrome and their families throughout North Carolina.

100% of funds raised at NCDSA's fundraising events go directly to our mission of serving all of North Carolina's families. Your dollars allow families to gain essential resources as they support their loved one with Down syndrome from birth through adulthood.

# North Carolina Down Syndrome Alliance

## 2020-2021 Presenting Event & Program Sponsor

Presenting Sponsor: \$25,000 (1 available):

- Naming rights to all of NCDSA's Signature Events & Programs (Triangle Buddy Walk presented by "Your Company")
  - Eastern Buddy Walk
  - Triangle Buddy Walk
  - Mardi Gras Party
  - Fall and Spring Conferences
  - Tee Up for Down Syndrome Golf Classic
  - Annual Family Spring Picnic
  - Fall Harvest dance for teens and adults
  - NC Down Syndrome Conference
- Sponsor logo placed on New & Expectant Parent bags
- Featured article about the company in the NCDSA newsletter which is distributed electronically to website/email/Facebook/Twitter lists and mailed to more than 3,500 individuals
- Prominent website and social media logo presence for one year
- Verbal recognition on all video and audio presentations for one year
- Recognition as our Presenting Sponsor on all print and electronic marketing materials, promotions, event day signage, social media, etc. for all NCDSA Signature Events
- Prime Logo placement on all event T-shirts for all participants and guests
- Opportunity for short sponsor remarks from the stage during all events
- Prime 10x10 booth placement on the day of the event to pass out and engage the audience
- Inclusion in all press releases regarding NCDSA Signature Events
- Two (2) scholarships in your company's name for the iCan Bike Camp
- Platinum level participation for all events



# North Carolina Down Syndrome Alliance

## Triangle Buddy Walk

The Triangle Buddy Walk is NCDSA's signature event, in which more than 1,600 people participate each year.

The event is hosted in the fall and is celebrated around the world — each city having its own flair. Hosted by local TV/radio personalities, the day provides entertainment for all ages, including vendors, face painting, games, inflatables, horses, bands, tent gating, and food. Each registered participant has the option to receive a Triangle Buddy Walk T-shirt to commemorate the event.

Sponsorship Packages	Platinum Sponsor \$5,000	Gold Sponsor \$3,000	Photo Booth Sponsor \$2,500	Silver Sponsor \$2,000	Bronze Sponsor \$1,000	Friends & Family Sponsor \$500
Recognition on all print & electronic marketing materials						
Logo/Name on website, event day signage & social media						
Logo/Name placement on T-shirt						
Logo on Start & Finishline Banners						
Logo on gift bags						
Opportunity for short sponsor remarks on the day of the event						
10x10 Exhibit Booth						
Inclusion in all press releases						
Gifting opportunities for gift bags						
Co-Branding of on-site photo booth with NCDSA						
Logo printed on each photo booth image						
Passes to participate in the walk	20	12	8	8		
VIP parking passes	3	2	1			
Buddy Walk T-shirts	4	3	2	2	1	0



# North Carolina Down Syndrome Alliance

## Eastern NC Buddy Walk

Estimated to have more than 1,500 people participate this year. The Eastern NC Buddy Walk is hosted in the spring and is celebrated around the world — each city having its own flair. Hosted by local TV/radio personalities, the day provides entertainment for all ages, including vendors, face painting, games, inflatables, horses, bands, tent gating, and food. Each registered participant receives a Buddy Walk T-shirt to commemorate the event.

































Sponsorship Packages	Platinum Sponsor \$3,000	Gold Sponsor \$2,500	Photo Booth Sponsor \$2,000	Silver Sponsor \$1,500	Bronze Sponsor \$1,000	Friends & Family Sponsor \$500
Recognition on all print & electronic marketing materials						
Logo/Name on website, event day signage & social media						
Logo/Name placement on T-shirt						
Logo on Start & Finishline Banners						
Logo on gift bags						
Opportunity for short sponsor remarks on the day of the event						
10x10 Exhibition Booth						
Inclusion in all press releases						
Gifting opportunities for gift bags						
Co-Branding of on-site photo booth with NCDSA						
Logo printed on each photo booth image						
Passes to Participate in the walk	12	4	4	2		
VIP parking passes	2	1				
Buddy Walk T-shirts	8	6	4	3	2	1

# North Carolina Down Syndrome Alliance

## Local Community Buddy Walk

The North Carolina Down Syndrome Alliance celebrates raising awareness for Down syndrome by hosting Community Buddy Walks all over the state of North Carolina. As we expand into underserved communities, we will begin to expand the locations of our Buddy Walk Program. Please consider being a sponsor for a Buddy Walk near you today!

We need the support of local community partners to host an event that promotes inclusion, acceptance, and awareness for individuals with Down syndrome in your area. The Buddy Walk is hosted by local TV/radio personalities, the day provides entertainment for all ages, including vendors, face painting, games, inflatables, horses, bands, tent gating, and food. Each registered participant receives a Buddy Walk T-shirt to commemorate the event.

Sponsorship Packages	Platinum Sponsor \$3,000	Gold Sponsor \$2,500	Photo Booth Sponsor \$2,000	Silver Sponsor \$1,500	Bronze Sponsor \$1,000	Friends & Family Sponsor \$500
Recognition on all print & electronic marketing materials						
Logo/Name on website, event day signage & social media						
Logo/Name placement on T-shirt						
Logo on Start & Finishline Banners						
Logo on gift bags						
Opportunity for short sponsor remarks on the day of the event						
10x10 Exhibition Booth						
Inclusion in all press releases						
Gifting opportunities for gift bags						
Co-Branding of on-site photo booth with NCDSA						
Logo printed on each photo booth image						
Passes to Participate in the walk	12	4	4	2		
VIP parking passes	2	1				
Buddy Walk T-shirts	8	6	4	3	2	1

# North Carolina Down Syndrome Alliance

## Mardi Gras Party

Experience a night like no other! Wear your favorite Mardi Gras attire and join us for our Karaoke Star Search Competition, dinner, and dancing; all while raising funds for NCDSA's programs. Come prepared to sing or donate to hear your friend, colleague, or table sing. The goal is to raise \$60,000 to fund the Educational and Empowerment programs.

Sponsorship Packages	Platinum Sponsor \$3,500	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Recognition on all print & electronic marketing materials				
Logo/Name on website, event day signage & social media				
Verbal recognition during program				
Inclusion in all press releases				
Table of eight (8) guests	1	1		
Number of tickets to the event			4	2
Ad in event program	Full Page	Half Page	Quarter Page	Name Listed





# North Carolina Down Syndrome Alliance

## Tee up for Down Syndrome Golf Classic


















Join us for the NCDSA Tee up for Down Syndrome Golf Classic.

Golfers play on a beautiful course while helping to raise funds and awareness for the Down syndrome community. We anticipate a sold out crowd this year. Participation fees include green fees, range balls, and cart.

This event will sell out early, so secure your spot through sponsorship.

Monday, May 11, 2020 • Brier Creek Country Club, Raleigh

Check in: 7:30am, Shotgun start: 9:00am

Sponsorship Packages	Platinum "Ace" Sponsor \$5,000 (1 available)	Gold "Double Eagle" Sponsor \$2,000 (5 available)	Silver "Eagle" Sponsor \$1,500 (5 available)	Bronze "Birdie" Sponsor \$1,000 (8 available)	Team Sponsor \$500	Fore My Buddy Hole Sponsor \$100
Recognition on all print & electronic marketing materials						
Logo/Name on website, event day signage & social media						
Logo/Name on social media						
Verbal recognition during event and opportunity for short sponsor remarks						
Inclusion in all press releases						
Company Logo/Name on golf shirts						
Company banner displayed on-site						
Tee box signage	2	1	1	1		1
Number of mulligans	8	4	2	2		
Number of foursomes	4	2	1	1	1	













# North Carolina Down Syndrome Alliance

## Learning Program™ North Carolina

The Learning Program™ was developed by researchers, educators, therapists, and administrators. It uses effective teaching strategies and customized materials to support families in the educational process. The goal of the Learning Program™ is to empower parents as first teachers and advocates for their learners and to improve academic outcomes. The Learning Program™ compliments formal instruction in literacy and math, with occupational and speech therapy components.

The Learning Program™ provides monthly instructional sessions for parents and students with Down syndrome on a range of educational topics and distributes home-use materials.

Sponsorship Packages	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Recognition on all print & electronic marketing materials				
Logo/Name on website, program signage & social media				
Logo on Participant Bags				
Inclusion in all press releases				
Lunch or snacks sponsor recognition				
Scholarships	20	15	10	5
# of students with Down syndrome impacted by your donation	40	30	20	10



# North Carolina Down Syndrome Alliance

## iCan Bike Camp

Biking is more than just exercise and transportation: it's a social activity of connection, a childhood rite of passage, and a first taste of independence. Transforming biking into an inclusive activity is the mission of iCanBike, a national organization that conducts bike camps for individuals with special needs. This unique approach has enabled thousands of people, with a variety of disabilities, to become independent bicycle riders. NCDSA hosts an annual iCan Bike camp. Our goal is to increase the camp to 3 locations next year.




Sponsorship Packages	Presenting \$10,000	Mountain Biker \$5,000	Roadie \$2,500	Cruiser \$1,000	Tricycle \$500
Recognition on all print & electronic marketing materials					
Logo/Name on Camp Banner					
Logo/Name on website, program signage & social media					
Inclusion in all press releases					
Logo on camp t-shirts					
Logo on camp water bottles					
Bike scholarships	5	3	2		



# North Carolina Down Syndrome Alliance

## North Carolina Down Syndrome Conference

The North Carolina Down Syndrome Conference is designed to cover the lifespan of an individual with Down syndrome and be a valuable resource serving all audiences. The conference hosts a keynote speaker and breakout sessions bringing information and resources to families, educators, and healthcare providers, including sessions for older teens and adults with Down syndrome.

Sponsorship Packages	Presenting Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,500	Bronze Sponsor \$1,000
Recognition on all print & electronic marketing materials				
Logo/Name on website, event day signage, & social media				
Verbal recognition during the conference				
Logo on conference swag bag				
Logo on conference compendium				
Gifting opportunities for swag bag				
Exhibit Table				
Number of tickets to conference or scholarships in sponsor's name	5	4	3	2
Inclusion in all press releases				
Lunch or snacks sponsor recognition				
Ad in event program/compendium	Full Page	Half Page	Quarter Page	Name Listed

# North Carolina Down Syndrome Alliance

## Other Ways You Can Make An Impact

### HOST A DRESS DOWN FOR DOWN SYNDROME DAY

The North Carolina Down Syndrome Alliance invites your school, company, or organization to participate in a Dress Down for Down Syndrome Day. This event raises awareness for Down syndrome throughout the state while raising much needed funds to support NCDSA programs.

To participate in "Dress Down" for Down Syndrome Day, participants wear casual clothes or funky clothes and donate \$5 or more for the "privilege." Your event can be held multiple times throughout the year, however we encourage you to consider holding your day on World Down Syndrome Day (3/21 represents having three copies, instead of two, of the 21<sup>st</sup> chromosome), or in the month of October to recognize the National Down Syndrome Awareness Month.

It is a fun, rewarding day that benefits individuals with Down syndrome and their families throughout North Carolina. To learn more please visit [NCDSAAlliance.org](http://NCDSAAlliance.org) to download your participation form or get more details.

#### The FREE Dress Down for Down Syndrome kit contains:

- Participation Form
- Pledge Form
- Dress Down Flyer
- Remittance Envelope
- Awareness Stickers for Participants

### MATCHING DONATIONS

If your company or corporation offers matching donations, add North Carolina Down Syndrome Alliance to your list of charitable organizations and encourage your employees to donate money or time.

### DIMES FOR DOWN SYNDROME

Your business collects donations in Dimes for Down Syndrome collection buckets.

### IN-KIND SPONSORS DONATE GOODS OR SERVICES

### MEDIA & PROMOTIONAL SPONSORS

### VOLUNTEER



*Together  
We Can Do  
So Much*



# North Carolina Down Syndrome Alliance

## New & Expectant Family Support

North Carolina's First Call Program provides expectant parents with educational materials, resources, and connects them with a trained parent mentor. NCDSA offers a welcome baby bag for new parents that includes books, educational materials, resources, and gifts for the new baby and parents. NCDSA offers in home visits and mentoring opportunities to build positive connections among new families. NCDSA's goal is to offer Prenatal Info Kits to all parents receiving a prenatal diagnosis and a New Baby Welcome Bag to all new families in North Carolina. The need for Prenatal Info Kits has greatly increased with advancements in prenatal testing. Your help is needed now, more than ever, to ensure expectant parents receive crucial resources and support. Together we can support expectant families and welcome new babies to our community.

## Medical Outreach

NCDSA is a resource to the healthcare community and keeps professionals updated regarding:

- Best practices of delivering an unbiased, accurate, and compassionate Down syndrome diagnosis
- Current information on the quality of life for people with Down syndrome
- Healthcare guidelines developed by the American Academy of Pediatrics specifically for individuals with Down syndrome

Recently, there has been an increase in the number of new families. Our referral outreach is working, but so much work remains. With advancements in prenatal testing, expectant families are receiving a diagnosis earlier than ever. It is vital that healthcare professionals provide parents with an accurate picture of Down syndrome and the opportunity to connect with the NCDSA. In the next year, we will deliver a medical outreach information packet to every obstetrician and pediatrician in North Carolina. Together we can help healthcare professional change the lives of individuals with Down syndrome.

## Education

Educating parents and teachers how individuals with Down syndrome learn is vital to their success. School districts generally do not have the resources to educate teachers specifically on the learning styles of students with Down syndrome. We are working to fill that gap. Our goals for the coming year include developing an educator's handbook and free training videos available on the NCDSA website. We will continue to expand our seminars for parents and educators. Together we can ensure that people with Down syndrome reach their potential through education!

## Advocacy

Advocacy and awareness are central to increasing opportunities for people with Down syndrome and dispelling misconceptions of Down syndrome. We organized the first Down Syndrome Advocacy Day at the North Carolina General Assembly. Families joined to educate legislators on issues that matter to our community. In addition to this annual event, we work throughout the year to ensure that decision makers understand how their work impacts people with Down syndrome. Our goal is to come together annually to raise awareness of people with Down syndrome through advocacy!



# North Carolina Down Syndrome Alliance

## SPONSORSHIP COMMITMENT FORM

Please complete this form to secure your sponsorship commitment for NCDSA's fundraising endeavors and programs.  
We appreciate your support of NCDSA and the North Carolina Down Syndrome Community.

### COMPANY/ORGANIZATION INFORMATION

*Please print below exactly how you would like your company/organization name to appear for recognition purposes.*

Company/Organization Name:

Contact Name & Title:

Mailing Address:

City:

State:

Zip:

Email Address:

Phone Number:

Alternate Phone Number:

### PAYMENT INFORMATION

Check - Make checks payable to North Carolina Down Syndrome Alliance and mail to P.O. Box 99562, Raleigh, NC 27624.

Credit Card - Fill out card information below or go to [NCDSAAlliance.org](http://NCDSAAlliance.org) to pay online.

Name as it appears on credit card:

Credit Card Number:

Visa  MasterCard  Discover  American Express

Credit Card Exp. Date:

CVV2:

Signature:

Billing Address:

City:

State:

Zip:

### SPONSORSHIP INFORMATION

*Please clearly mark which fundraising event(s) you would like to provide funding for in the form of a sponsorship.  
Please return this form to NCDSA at [info@ncdsalliance.org](mailto:info@ncdsalliance.org) or by mail at P.O. Box 99562, Raleigh, NC 27624.*

2020/2021 North Carolina Down Syndrome Alliance Presenting Event & Program Sponsor \$25,000

#### Triangle Buddy Walk

- Platinum \$5,000
- Gold \$3,000
- Photo Booth \$2,500
- Silver \$2,000
- Bronze \$1,000
- Friend & Family \$500

#### Eastern NC Buddy Walk

- Platinum \$3,000
- Gold \$2,500
- Photo Booth \$2,000
- Silver \$1,500
- Bronze \$1,000
- Friend & Family \$500

#### Local Community Buddy Walk

- Platinum \$3,000
- Gold \$2,500
- Photo Booth \$2,000
- Silver \$1,500
- Bronze \$1,000
- Friend & Family \$500

#### Mardi Gras Party

- Platinum \$3,500
- Gold \$2,500
- Silver \$1,000
- Bronze \$500

#### Tee up for Down Syndrome Golf Classic

- Platinum "Ace" \$5,000
- Gold "Double Eagle" \$2,000
- Silver "Eagle" \$1,500
- Bronze "Birdie" \$1,000
- Team Sponsor \$500
- Fore My Buddy \$100

#### Learning Program™ North Carolina

- Platinum \$10,000
- Gold \$7,500
- Silver \$5,000
- Bronze \$2,500

#### iCanBike

- Presenting \$10,000
- Mountain Biker \$5,000
- Roadie \$2,500
- Cruiser \$1,000
- Tricycle \$500

#### North Carolina Down Syndrome Conference

- Presenting \$5,000
- Gold \$2,500
- Silver \$1,500
- Bronze \$1,000

Total 2020-2021 Sponsorship Commitment: \$ \_\_\_\_\_

Buddy Walk Team Credit \_\_\_\_\_



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We Can Do  
So Much*



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**North Carolina Down Syndrome Alliance**

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