



# Step Up for Down Syndrome Walk

Sunday, October 8, 2023



Dear Friends,

The Down Syndrome Information Alliance is hosting its 2023 Step Up for Down Syndrome Walk—its first in-person walk since 2019—on October 8, 2023. **This is your big chance to give back!** DSIA needs your help raising funds to continue our programs and outreach into 2023 and beyond.

Your participation not only increases awareness and celebrates hope; it also ensures that DSIA will be able to continue to provide support, education, resources, and much-needed (and loved!) events to our community.

Our walk historically attracts 500-1,000 participants and is our largest fundraiser of the year. We advertise the event to thousands more community members. With your support this year, and the continuing support of our past sponsors, we feel confident we can achieve our goal of \$40,000 this year.

Attached is a Fact Sheet about the Walk and a description of the various sponsorship opportunities and benefits. In addition to the specific benefits associated with individual sponsorship levels, sponsors will enjoy increased name recognition and goodwill in the local community.

After you have had a chance to review the information, we would be happy to answer any questions or design a custom sponsorship package to fit your needs. We look forward to your support in making our Walk a smashing success. Thank you for your consideration.

Sincerely,  
Lisa Sotelo  
DSIA President



## FACT SHEET

**WHAT:** Join the Down Syndrome Information Alliance (DSIA) for our annual 1-mile walk to support Northern California families who have a loved one with Down syndrome and to celebrate Down Syndrome Awareness month. Activities include a children's fun zone and free family-friendly entertainment. The event also includes a resource fair.

**WHEN:** Sunday, October 8, 2023

**WHERE:** William Land Park, 3800 S. Land Park, Sacramento, CA

**WHO:** Approximately 1,000 people are expected to participate in 2023. Participants include people with Down syndrome from the area and surrounding communities, their families, friends, teachers, coworkers, and other supporters. The general public is encouraged to attend and show their support for people of all abilities.

**WHY:** Step Up for Down Syndrome is our annual community event designed to raise funds for programs supporting people with Down syndrome in the Sacramento and surrounding areas.

**Monies raised are used to:**

- o Provide new or expectant parents with a comprehensive guide to Down syndrome and one-on-one peer support
- o Fund sponsorships for educational workshops and appointments
- o Educate the medical community on how to compassionately present a diagnosis of Down Syndrome and how to refer families to DSIA for support
- o Provide medical professionals with up-to-date information about Down syndrome
- o Create opportunities for social connection among families

**HOW:** Register online at [www.downsyndromeinfo.org](http://www.downsyndromeinfo.org) and follow the link to the Step Up page.

**DONATE:** You can support any walker by making a donation online at [www.downsyndromeinfo.org](http://www.downsyndromeinfo.org). To donate by check, please write the walker's name on the memo line so that we can properly credit your donation. Walker and Team donations can also be turned in on the day of the Walk/Run.

**BACKGROUND:** The Down Syndrome Information Alliance (DSIA) has promoted disability awareness and acceptance and inclusion annually with a 1-mile walk that celebrates the many

abilities and accomplishments of people with Down syndrome. Step Up for Down Syndrome, formerly Buddy Walk, touches thousands of lives throughout the Sacramento area.



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## **Benefits of sponsorship:**

- o *Direct marketing to 1,000+ attendees*
- o *Participation in a community event promoting diversity and acceptance of all people*
- o *Promotional media exposure throughout the Sacramento media market*
- o *Placement on event materials (i.e., t-shirts, website, etc.) for sustained repeat exposure*
- o *Exhibitor space at the event (includes one table with two chairs)*

### **Step Up Level: \$2500**

- o Appearance as a “Featured Partner” in DSIA’s e-Newsletters
- o Funder-provided signage featured at the Step Up Walk main stage area and finish line
- o Name announced during the Step Up Walk
- o Logo (or name) on the Step Up walk t-shirts
- o Name listed as a sponsor on DSIA’s Website
- o Name listed on event promotion materials

### **Partner Level: \$1250**

- o Funder-provided signage at the Step Up Walk
- o Name announced during the Step Up Walk
- o Logo (or name) on the Step Up walk t-shirts
- o Name listed as a sponsor on DSIA’s website
- o Name listed on event promotion materials

### **Gold Level: \$750**

- o Name announced during the Step Up Walk
- o Logo (or name) on the Step Up walk t-shirts
- o Name listed as a sponsor on DSIA’s website
- o Name listed on event promotion materials

### **Silver Level: \$500**

- o Logo (or name) on the Step Up walk t-shirts
- o Name listed as a sponsor on DSIA’s website
- o Name listed on event promotion materials

*Sponsors will be included on materials as feasible based on their confirmation date.*



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Thank you for choosing to be a 2023 Step Up for Down Syndrome Sponsor! Sponsorship proceeds from the Step Up Walk enable the DSIA to needed support and resources to children and adults with Down syndrome in our community and their families.

We look forward to a day of family entertainment, activities, information, and networking. Sponsors taking advantage of exhibitor space will be sharing services, products, and information with agencies and clients who need the resources and support you provide.

Step Up    Partner    Gold    Silver    Other donor

**Amount Enclosed:** \_\_\_\_\_

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**To confirm your sponsorship**, please visit <https://www.ds-stride.org/dsiastepup> to complete your sponsorship online or complete and send this form with payment to:

DSIA  
5098 Foothills Blvd.  
Suite 3-464  
Roseville, CA 95747.

For more information, contact Lisa Sotelo @916-658-1686 or [lisa@downsyndromeinfo.org](mailto:lisa@downsyndromeinfo.org)

*DSIA is a 501c3 non-profit organization registered in the State of California.  
5098 Foothills Blvd. Suite 3-464, Roseville, CA 95747  
916.658.1686 [www.downsyndromeinfo.org](http://www.downsyndromeinfo.org)  
Federal Tax ID # 20-1702399*

DSIA is a local affiliate of the National Down Syndrome Congress and the National Down Syndrome Society