



Step Up For Down Syndrome Walk

Sunday, October 6th 2024



DSIA

**NEW LOCATION:
North Natomas Regional Park
2501 New Market Dr, Sacramento, CA 95835**

Dear Friends:

The Down Syndrome Information Alliance is commemorating 20 years of supporting families in Northern California!

The Down Syndrome Information Alliance is often the first touch point for a family who has a new baby with Down syndrome, or is expecting one. From that point forward, we work to provide meaningful connection, community, education and resources that foster belonging and full inclusion in all of life's experiences. None of that is possible without the generous support of our community.

Join us for the 2024 Step Up for Down Syndrome Walk on October 6th, 2024. This event is an opportunity to give back and help DSIA raise funds to maintain our programs and outreach efforts beyond 2025.

Your involvement not only boosts awareness and fosters hope but also ensures that DSIA can continue to offer support, education, resources, and beloved community events.

Last year, our Step Up for Down Syndrome Walk drew over 500 participants and raised nearly \$40,000 after a three-year hiatus due to the pandemic. With your support and the ongoing backing of our long-time sponsors, we aim to reach our goal of \$50,000 this year.

Included is a Fact Sheet about the Walk and a one-pager of sponsorship opportunities with associated benefits. Sponsors enjoy local recognition and the goodwill of our community. Tailored sponsorship packages are also available, just ask!

Once you've reviewed the information, feel free to reach out with any queries or to discuss a customized sponsorship package. We appreciate your support in making our Walk a resounding success. Thank you for considering joining us!

Warmly,

heather

Heather Scott
Program Coordinator & Founding DSIA Member

FACT SHEET

WHAT: Join the Down Syndrome Information Alliance (DSIA) Sacramento for our annual 1-mile walk to support families who have a loved one with Down syndrome in Northern California 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 6, 2024

WHERE: North Natomas Regional Park

WHO: 750+ 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 Sacramento and surrounding areas.

Monies raised are used for:

- Providing new or expectant parents with a comprehensive guide to Down syndrome and one-on-one peer support
- Sponsorships to educational workshops and appointments
- Conduct Healthcare Outreach – providing medical professionals with up-to-date information about Down syndrome
- Opportunities for social connections among families
- Conducting Medical Outreach - educating the medical community on how to present a diagnosis of Down Syndrome in a compassionate manner and how to refer families to DSIA for support

HOW: Register online at www.downsyndromeinfo.org, follow the link to the Step-Up page.

DONATE: You can support any walker by making a donation online at 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.

The Down Syndrome Information Alliance is a 501c3, non-profit organization registered with the State of California. Our Tax ID number is: 20-170239

SPONSOR BENEFITS:

- Direct Marketing to 750+ attendees
- Participation in a community event promoting diversity and acceptance of all people
- Promotional media exposure throughout the Sacramento media market
- Placement on event materials (i.e., t-shirts, Website, social media, etc.) for sustained repeat exposure
- Exhibitor space at the event (includes one table with two chairs)

Step Up Level: \$2500

- “Featured Partner” listing in DSIA’s e-Newsletters, which are published monthly to XXXX people in Northern California
- Funder-provided signage at the Step Up Walk Main Stage and Finish Line
- Name announced during the Step-Up Walk throughout the event
- Logo (or name) on the Step-Up Walk t-shirts
- Sponsor listing on DSIA’s Website
- Name listed on event promotion materials

Partner Level: \$1250

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

Gold Level: \$750

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

Silver Level: \$500

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

Bronze Level: \$250

- Name listed as a sponsor on DSIA’s Website
- Name listed on event promotion materials

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

Visit <https://www.ds-stride.org/dsiastepup/Sponsors> to become a sponsor today!

