

Welcome Team Captain



Saturday, November 5th, 2022 ~ Constellation Field ~ 10 am to 2 pm

Dear Team Captain,

Thank you for registering your team for the **22nd annual Houston Buddy Walk®** and becoming a Team Captain. We are truly excited that your team will be joining us for a day full of fun and fellowship. This year's Buddy Walk® will be held on **Saturday November 5th, 2022 at Constellation Field in Sugar Land**. The event is scheduled to start at 10 am with food, activities, and live entertainment for the whole family. The actual walk itself is scheduled to start at 12:30 pm.

We continue to offer FREE registration so you can bring all of your family and friends. We do ask you to keep in mind that **this is DSAH's most important annual fundraiser. We need your help to get donations and sponsors for your team.**

As we celebrate our 22nd annual Houston Buddy Walk®; we ask that you please help us reach our \$120,000 goal. Whether this is your first walk, or you are a veteran, our toolkit will provide you with the tools and information necessary to prepare for the event, meet its deadlines, and achieve your fundraising goal. We can't do this without you, but only with you.

Kat Doueno

Down Syndrome Association of Houston

713-682-7237

kdoeno@dsah.org

www.houstonbuddywalk.org

Welcome Team Captain



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Buddy Walk Fact Sheet

What:

Since 1995, the Buddy Walk® has become the premier advocacy event for Down syndrome in the United States. It is also the world's most widely recognized public awareness program for the Down syndrome community.

When:

This year's Buddy Walk® will be held on Saturday, November 5th, 2022. The fun starts at 10 am, the walk is scheduled for 12:30 pm and the event closes at 2:30 pm.

Where:

The 2022 Buddy Walk® will be held at Constellation Field in Sugar Land.

Who:

Children, young adults and adults with Down syndrome, family, friends, classmates, teachers, healthcare professionals, corporate teams and members of the community- bring a wagon or a stroller and come join many others for a day of fun, food, prizes, and camaraderie!

Why:

The Houston Buddy Walk® is DSAH's signature event and fundraiser, in which more than 3,500 people participated in 2021. The event provides most of the annual funds used for DSAH's many programs and services. Some of the programs the Houston Buddy Walk® funds are our Education for Life Day Program, Coffee & Conversation, Information & Referral Center, Club 21, Community Groups, Congratulations Baby Bags, Socials, Education Workshops, Camp Ability, & more! DSAH programs provide invaluable information, education, and support for the Down syndrome community each and every year. ALL because of your support!

Team Captain To Do List



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- **Create your team**
 - Create your team fundraising page
 - Set a team goal
- **Recruit a team of walkers to participate in the Buddy Walk®**
 - Send out an email asking people to join
 - Post about Buddy Walk® on your Social Media pages and ask friends to join and or donate to your team
 - Ask your team members to recruit others
- **Keep in touch**
 - Send out weekly emails and posts describing your teams progress
 - Motivate your team with challenges (see fundraising tips)
 - Send them inspirational stories of your buddy and why you're walking
 - Send heartfelt emails thanking them for their continued support
 - Follow up with your team member's fundraising

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About the Down Syndrome Association of Houston

What is now known as the Down Syndrome Association of Houston (DSAH) was incorporated in 1974. At the time, there was very little information about Down syndrome, so a few mothers decided that a group needed to be formed to provide support to families. The group's mission then was to help educate parents and others about Ds. Soon after, they began meeting at Texas Children's Hospital.

As the organization began to grow, so did the understanding that education was the key to mainstreaming children. The founders would travel around the city visiting churches and schools to educate everyone they could about Ds. The group advocated for infant stimulation programs and early childhood development programs in the schools. When a new baby was born, the hospital would call one of the board members who would then visit with the family.

As the years went by and our membership grew, so did the need for programs directly benefiting individuals with Down syndrome. By 2007 DSAH had partnered with Texas Children's Hospital to open the Down Syndrome Clinic, a facility aimed at ensuring that all children with Down syndrome are receiving the proper medical care and the necessary therapies and opened a Down Syndrome Resource Center with the goal of continuing to expand our programs.

Over the years, programs have included parent support groups, music therapy, craft classes, summer camps and social outings. Currently DSAH focuses on new parent support through its "Congratulations!" program, parent and community education through its Empowerment through Education workshop series, and community based events focused on inclusion and empowerment. DSAH also operates a day program for adults with Down syndrome within its Resource Center.

With over 2,000 members, 700 volunteers, and numerous community partners, DSAH is committed to building a society where individuals with Down syndrome are valued, included, and empowered to fulfill their personal goals and aspirations.

Supporting DSAH



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Why support the Down Syndrome Association of Houston?

The Down Syndrome Association of Houston (DSAH) is the leading source of Down syndrome-related information, support, and referral assistance for individuals with Down syndrome, their families, and the community professionals throughout the Greater Houston Area.

Our mission is to provide lifelong education, support, and resources to individuals with Down syndrome, their families, and the communities they live in.

We envision a community where individuals with Down syndrome are valued, included, and empowered to fulfill their personal goals & aspirations.

Each year, DSAH works to strengthen and expand our services to individuals, families, and community partners. Our services can be divided into three core areas: support for individuals with Down syndrome, support for families, and support for an inclusive Greater Houston community.

DSAH depends on donations and fundraisers to provide its programs and services to meet our operational expenses. It is only through the generosity of individuals, corporations, area businesses, and grants that DSAH is able to provide quality programs and services at no cost to the public.

DSAH provides individual, family, and community resources such as Adapted Dance through a partnership with the Houston Ballet, Education for Life adult day program, Camp Ability, our Congratulations program for new or expecting parents, workshops, resource center, social events, and much more.

The Down Syndrome Association of Houston is a 501(c)(3) charitable organization. All contributions are 100% tax deductible. 97.5% of funds raised at DSAH's Buddy Walk go directly to our mission of serving Greater Houston individuals and families. Your dollars allow families in need access to essential resources as they support their loved ones with Down syndrome from birth through adulthood.

DSAHA Programs



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The Down Syndrome Association of Houston couldn't provide the numerous programs and services to our community without your help! Thanks to every single donation and sponsorship, you help us achieve via the Houston Buddy Walk®, DSAH is able to sponsor the following programs.

Family Programs

- Coffee & Conversation
- PG- 13
- Congratulations! Program
- Community Groups
- Education Workshops
- Information and referral assistance for families
- DSAH Resource Center
- Family Retreats
- Buddy Walk
- World Down Syndrome Day
- Pool Parties
- Social Events

Outreach Programs

- Community support services to help organizations and businesses increase the value they place on individuals with Down syndrome
- Presentations to hospitals, schools, and local businesses
- OBGYN & Genetic Counselors Prenatal Education
- New Parent Packages
- World Down Syndrome Day
- Chevron Houston Marathon
- Partnership with the Houston Ballet

Individual Programs

- Adapted Dance
- Club 21
- Education for Life Adult Day Program
- Camp Ability
- Skill Builders
- Lil' Rustlers



Team Incentives



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By challenging our community to aim high in their fundraising efforts, DSAH is better able to provide a variety of information, education, support and assistance to individuals with Down syndrome and their families in the Houston area.

Team Fundraising Incentives	Platinum \$10,000+	Gold \$7,500+	Silver \$5,000+	Bronze \$2,500+
Raised by October 7th				
Child Featured on 2023 Buddy Walk Billboard	x			
Team Leads Walk	x			
Commemorative Team Photo	x	x		
Team Sign Along Walk Rout	x	x	x	
Team Plaque	x	x	x	
Reserved Parking Spot	x	x	x	
Superstar Sign	x	x	x	x
Reserved Tailgate Spot	x	x	x	x
Team Name Announced on Stage	x	x	x	x
Free T-Shirt	5	3	2	1

Important Dates



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Dates to Remember for the 2022 Buddy Walk®

Team Captain Meetings

Meetings will be held virtually and in person at the DSAH Resource Center
7115. W Tidwell
Bldg K Suite 106
Houston TX 77092
More information to follow.

Important Deadlines:

10/9: last day to register for a Buddy Walk® t-shirt
10/9: last day for sponsor logos to be submitted
10/9: last day to order Buddy Walk® posters
10/9: last day for team incentive fundraising
10/23: last day for vendor booth request
10/29 & 10/30- T-shirt pickup up at Resource Center 11am to 3pm
10/31 through 11/3- T-shirt pickup up DSAH Resource Center 9am to 3pm

Day of walk t-shirt pickup. Shirts must be picked up by noon at the t-shirt pickup booth. Any shirts not picked up by noon, will be put out to sell.

Schedule of Events



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2022 Buddy Walk® Schedule of Events

10am

Gates Open

10am to 12:00pm

Live music

Vendors

Games

Resources

Food

Live performances

12:00pm

DSAH Presentation

Top team announced

Line up for Walk

12:30pm to 2pm

Walk start

1:30pm

Raffle winners announced

Thank you for celebrating the 2022 Buddy Walk with DSAH!

Sponsorships



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Dear Team Captain,

Enclosed, you will find sponsorship opportunities for the **22nd Annual Buddy Walk®** to help your walk team reach its fundraising goal. Sponsorship opportunities are an excellent way for companies, individuals, and teams to show their support for the Down syndrome community. **This year's HoustonBuddy Walk® will again take place on Saturday, November 5, 2022, at Constellation Field in Sugar Land from 10:00 am-2:00 pm.**

Please read all the sponsorship packages and benefits. If a donor wants the sponsor benefits, DSAH must receive a completed sponsorship form from the donor or the team captain. The payment may be entered online under your team name or sent via check to our office.

Down Syndrome Association of Houston; 7115 W. Tidwell, Bldg. K/Suite 106; Houston, TX 77092

This year, the teams will continue to receive **FULL CREDIT** for all sponsorships secured! This way, your team will have more chances to win some great team prizes and giveaways!

As always, **97.5% of the proceeds from the Houston Buddy Walk® will benefit DSAH**, allowing us to continue providing education, support, and resources to individuals with Down syndrome, their families, and the communities they live in. The National Down Syndrome Society receives 2.5% of the proceeds to help support its National Policy Center, which advocates for federal, state, and local policies that positively impact people with Down syndrome across the country.

Your involvement again will help make this year's Buddy Walk® a spectacular celebration! Thank you for your passion, support, and belief in DSAH!

Always feel free to contact Kat Doveni at [713.682.7237](tel:713.682.7237) or kdoveni@dsah.org should you have any questions or need additional information.

Sincerely,

Glenn Urbach, LMSW
DSAHA Executive Director

Sponsorships



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EXAMPLE- FIND TEMPLATE ON BUDDY WALK WEBSITE- UNDER THE TEAM CAPTAIN TAB

DATE

NAME
COMPANY'S NAME
ADDRESS
CITY/STATE/ZIP CODE

Dear NAME,

I am writing to you today to inquire if **COMPANY NAME** would be interested in becoming an official sponsor of the **Down Syndrome Association of Houston (DSAH) 22nd annual Houston Buddy Walk®**. The DSAH Buddy Walk is South Texas' largest Down syndrome awareness event. The DSAH Buddy Walk® attracts over 5,000 participants from all over the Greater Houston area. Children and adults of all ages with Down syndrome, their families, friends, businesses, and others walk a one-mile course while enjoying music, games, dancing, food, and fellowship. This year's Walk will be held on November 5th, 2022, at Constellation Field in Sugar Land.

The proceeds raised from your sponsorship will help DSAH continue **its mission of providing lifelong education, support, and resource-based programs to individuals with Down syndrome, their families, and the communities in which they live.** *At DSAH, we believe that all children and adults with Down syndrome should be able to lead lives infused with hope, promise, and opportunity and for families to be supported, understood, and embraced.* We envision a Greater Houston community where individuals with Down syndrome are valued, included, and empowered to fulfill their life's goals and aspirations.

COMPANY NAME can play a vital role in DSAH's efforts to raise awareness of Down syndrome and help educate our community on how we are all *More Alike than Different*. You can show your commitment to your customers, employees, and our community by sponsoring the 22nd annual Houston Buddy Walk®. Businesses that decide to become a Buddy Walk® will also be given a complimentary 10X10 vendor's table at the Walk itself.

I've enclosed a sponsorship form listing the various levels, incentives, and perks for you to complete and email back to buddywalk@dsah.org. If you cannot be a sponsor, please consider purchasing a 10X10 vendor's table for \$100 or a 10X20 table for \$150, or consider donating to our silent auction. We appreciate any help you and **COMPANY NAME** can give and any support you can show the Down syndrome community.

If you need more information, please call **713-682-7237** or email DSAH Executive Director Glenn Urbach at glenn.urbach@dsah.org.

Thank you for your time and consideration,

Sponsorship Form



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2022 Houston Buddy Walk® Sponsorship Commitment Form

Company: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Company website address: _____

Sponsorship Package: _____

Buddy Walk Team to apply donation to: _____

Buddy Walk® Shirt sizes and quantity: ___ S ___ M ___ L ___ XL ___ 2XL

ALL LOGOS MUST BE SUBMITTED BY OCTOBER, 9TH, 2022

Payment Options:

- (1) Check made payable to DSAH mailed to
7115 W. Tidwell Rd, Bldg K Ste 106, Houston, TX 77092
- (2) By Credit Card by visiting
www.houstonbuddywalk.org

Friend Sponsor: \$500

- 1 Free Buddy Walk® Shirt
- Name placement on Buddy Walk® shirt
- Name listed on Social Media
- Name listed on Buddy Walk® website

Buddy Sponsor: \$1,000

- 2 Free Buddy Walk® Shirts
- Name placement on Buddy Walk® shirt
- Name listed on Social Media
- Name listed on Buddy Walk® website
- Single vendor spot at walk

Bronze Sponsor: \$2,500

- 4 Free Buddy Walk® Shirts
- Logo placement on Buddy Walk® shirt
- Logo listed on Social Media
- Logo listed on Buddy Walk® website with hyperlink to company website
- Recognition on day of the event
- Recognition along walk route
- Single vendor spot at walk

Presenting Sponsor: \$20,000

- Naming rights to event
- Top logo placement on Buddy Walk® shirt
- Logo listed on Social Media
- Logo listed on Buddy Walk® website with hyperlink to company website
- 10 Free Buddy Walk® Shirts
- Recognition on day of the event
- Recognition along walk route
- Logo included on event banner
- Opportunity for promotional items in Team Captain goodie bag
- Priority Double vendor spot at walk
- Opportunity to speak before the walk
- Cheer station along route

Gold Sponsor: \$15,000

- 8 Free Buddy Walk® Shirts
- Prime logo placement on Buddy Walk® shirt
- Logo listed on Social Media
- Logo listed on Buddy Walk® website with hyperlink to company website
- Recognition on day of the event
- Recognition along walk route
- Logo included on event banner
- Opportunity for promotional items in Team Captain goodie bag
- Priority Double vendor spot at walk
- Opportunity to speak before the walk

Silver Sponsor: \$5,000

- 5 Free Buddy Walk® Shirts
- Logo placement on Buddy Walk® shirt
- Logo listed on Social Media
- Logo listed on Buddy Walk® website with hyperlink to company website
- Recognition on day of the event
- Recognition along walk route
- Logo included on event banner
- Opportunity for promotional items in Team Captain goodie bag
- Double vendor spot at walk

Fundraising Tips



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How can I get donations for my team?

Remember that people give to people they know, so don't be afraid to ask. This is a great way to **CELEBRATE Down syndrome** and to promote acceptance and inclusion of people with Down syndrome.

There are three ways in which you can raise money:

1. Individual Fundraising
2. Team Fundraising
3. Online Fundraising

To be the most effective in reaching your fundraising goal, you should try to use all of these methods, and remember to start as early as you can! It is best to spread the fundraising activities over a period of time and dedicate your personal or team fundraising effort to an individual with Down syndrome. Putting a face with the cause helps donors realize the impact!

When you are ready to fundraise, remember to arm yourself with facts about Down syndrome.

1. More than 400,000 people in the United States have Down syndrome.
2. One in every 700 babies born in the United States is born with Down syndrome.
3. Individuals can be of any age, ethnicity, or socio-economic level.
4. Down syndrome is a genetic condition, and is not a hereditary illness.

Along with the National Down Syndrome Society, the Down Syndrome Association of Houston promotes awareness and inclusion for people with Down syndrome and raise funds for local and national education, research, and advocacy programs.

- Be enthusiastic about your participation, whether asking for a donation or for someone to join your team. Your enthusiasm will be contagious and others will want to support you.
- Remember to ask your donors if their companies have a matching gift program, you can easily double your fundraising through matching donations.
- Once fundraising begins, remember to say **"Thank You"!**

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24 Ways to Raise Donations for Your DSAH Buddy Walk Team

The most effective way to raise money for the 2022 *Houston Buddy Walk*® is to... ASK! Have fun with the fundraising and get creative. To raise \$100, you can ask ten of your friends for \$10 each or try any of these tried and true ways to hit your personal fundraising goal.

- 1. Email Your Friends and Family** – Send emails to everyone you know using your personal fundraising page (your team captain will tell you how)
- 2. The Mighty Pen** – Try sending a letter in the mail to friends, family, business associates, or vendors, asking for their support. Let them know why you are raising money for the Down Syndrome Association of Houston. If you have a personal connection, share your story. Don't forget to send a thank-you note to people who donate.
- 3. Use incentives to encourage your team to raise money:** i.e. gift cards, artwork, gas cards, etc.
- 4. One-a-Day** – Take your one-a-day vitamin and make your one-a-day ask! Each day ask a different person to contribute. If you get four \$25 gifts, you will have raised \$100 in less than a week. Did you know the main reason people don't donate is because they were never asked?
- 5. Make and sell Buddy Walk® Ribbons and T-Shirts**
- 6. Kid-Sitter/Pet-Sitter** – Do your neighbor a favor... all in the name of raising money for a good cause! Ask for a donation to take care of a neighbor's pet while they are away. Put the money you earn towards your fundraising efforts. Or... offer to watch the neighbor's kids so they can go on a date. Your "kid-sitting" money will put you a step closer towards your fundraising goal.
- 7. Clean House** – It's said one person's junk is another's treasure! Put that philosophy into motion by cleaning out your garage or home and holding a yard sale. Instead of asking people to pay for the goods, ask them to donate to your *Buddy Walk*® team!
- 8. Pin It Up** – Post your team's fundraising web page URL on the bulletin board or in the newsletter at church or temple, in the office, at the gym, or at school. Make sure to highlight your name, phone number, and email address. Don't forget to tell them why you are participating in the *Buddy Walk*®. Personal stories equal more contributions!
- 9. Think about the friends you've donated to (for walks, fundraisers, etc.)** – It's their turn to support you. Reach out to them.
- 10. Talk It Up** – Make your meetings work for you! Ask for a few minutes on the agenda of any meetings you attend. Explain why you are participating in the *Buddy Walk*® and ask for everyone's support. Even small contributions will push you closer to your fundraising goal. If you are dedicating your efforts to a certain initiative, tell that story.
- 11. Celebrate** – You love the birthday cake and ice cream but don't really need anything else? Here's an idea to put those gift-givers to work fundraising! Tell your family and friends that you would like them to donate to your *Buddy Walk*® Team instead of a traditional gift. You'll feel good... and they will, too!
- 12. Don't Miss an Opportunity** – Change the recording on your voicemail to mention the *Buddy Walk*® and how callers can donate. Then, when you call people back, ask them to sponsor you. Ask for support in your signature line on emails you send out. Be sure to include your fundraising page link in your signature so it will be easy for them to donate.
- 13. Ask 10 people for \$10**
- 14. Host a party-dinner party-wine & cheese party-pool party-board game-Bingo Night**

Fundraising Tips



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15. Ask 5-10 people to save their change for 100 days
16. Post a Facebook Donate Now Feature for your friends to donate to DSAH
17. Keep a donation cup or dish on your desk
18. Coordinate a casual dress day at work
19. Hold an Ugly Tie/Ugly Earring Contest at your work/school. Whoever gets the most "votes" (donations) wins a prize
20. Have a girl's night in/guys' night in and ask for a cover charge (donations)
21. Have a bake or garage sale
22. Sell 50/50 raffle tickets (winner takes 50%/50% to your Buddy Walk® Team)
23. Host a wine tasting party
24. Dimes for Down Syndrome: 1 roll of dimes = \$5

Frequently Asked Questions



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Q: What do I do with donation checks?

A: All checks must be made out to The Down Syndrome Association of Houston or DSAH, and the Buddy Walk Team must be written on the memo line. Checks are to be mailed in to the DSAH Resource Center:

Down Syndrome Association of Houston
(Insert Buddy Walk Team Name)
7115. W. Tidwell Rd, Building K/Suite 106
Houston, TX 77092

Q: Are donations tax-deductible?

A: Your gift is tax deductible to the fullest extent allowed by the law. The Down Syndrome Association of Houston is a registered 501(C) (3) organization. Our tax id number is 23-7203655

Q: How many people can walk on my team?

A: As many or as little you would like to invite.

Q: Can I set up a virtual team?

A: Yes. You and your team do not have to attend the actual Walk in order form a team and raise funds for DSAH.

Q: Should I register my kids?

A: Yes. Please register everyone who will be attending (even toddlers in strollers) as this helps us plan for the day of the event.

Q: Is there a minimum to fundraise?

A: No, there is no minimum to fundraise, the sky is the limit! We do have a suggested amount of \$1,000 for teams to reach.

Q: Does my registration include a free t-shirt?

A: Free shirts are included with registration **only for the individual with Down syndrome.**

Q: How does the rest of my team get t-shirts?

A: Your team members can opt to register as a Walker with a T-Shirt for \$21.

Q: If my team members purchase shirts, how do we get them?

A: T-shirts will be available for the TEAM CAPTAIN to pick up Saturday October 29th and Sunday October 30th.

Q: Who can pick up the t-shirts?

Frequently Asked Questions



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A: Team captains can pick them up.

Q: What time does the Buddy Walk start?

A: The walk starts at 10 am.

Q: What time does the walk start?

A: The actual walk is scheduled to start at 12:30 pm.

Q: What time is the Buddy Walk over?

A: The walk ends at 2 pm.

Q: Can I bring my own tent and chairs?

A: No. Tents or chairs are not allowed at Buddy Walk, but you can bring a blanket to sit in the grass if you would like.

Q: Can I bring my own refreshments?

A: No outside drinks or food are allowed.

Q: Will there be food available at the event?

A: Yes, the concession stands will be open at Constellation Field.

Q: What if my team wins a Team Incentive or Prize?

A: Team Captains will be emailed if their team wins an incentive or prize.

Q: Will there be medals or ribbons at the end of the walk?

A: Yes, there will be medals for the walkers with Down syndrome, and ribbons available for the remaining children.

Q: What else will be at the event?

A: There will be vendors, food, face painting, music, balloon artists, a raffle, bounce houses, a playground, live performances, and much more.

Q: At what time will the raffle winners be drawn?

A: Raffle winners will be drawn at 1:30 pm

Q: If my team earns a VIP tailgate spot, where will it be located?

A: All VIP tailgate spots will be located under the Blue Tents.

Frequently Asked Questions



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Q: What is a VIP tailgate spot?

A: Tailgate spots are reserved areas for teams that hit certain fundraising goals. See Team Incentive paperwork for more information.

Q: What are the times for set up?

A: If you have a VIP tailgate spot you can show up at 9 am to set up your area.

Q: Can I bring noisemakers or other signs?

A: Yes! We encourage you to get loud and be creative in celebrating your loved one with Down syndrome.