

Saturday, November 2, 2024 * Sam Houston Race Park * 10:00 a.m. to 2:00 p.m.

Dear Team Captain,

Thank you for registering your team for the **24th 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 Houston Buddy Walk is on Saturday, November 2, 2024. The walk will be preceded by the Buddy Bash, a celebratory event that starts at 10am featuring music, food, vendor booths, arts & crafts, games, performances, and more. At 12:30 pm, the participants will gather for the commemorative 1-mile walk within Sam Houston Race Park.

We continue to offer the option of FREE registration (without a shirt) 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 24th annual Houston Buddy Walk[®]; we ask that you please help us reach our \$180,000 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.

Thank you for your consideration and support!

Board of Directors
Down Syndrome Association of Houston
buddywalk@dsah.org P: 713-682-7237

Saturday, November 2, 2024 * Sam Houston Race Park * 10:00 a.m. to 2:00 p.m.

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 2nd, 2024. The fun starts at 10 am, the walk is scheduled for 12:30 pm and the event closes at 2:00 pm.

Where:

The 2024 Buddy Walk[®] will be held at **Sam Houston Race Park**

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 3,000 people participated in 2023. The event provides most of the annual funds used for DSAH's programs allowing us to continue providing much-needed services and programs to the families of individuals with Down syndrome in **Houston and the surrounding communities.**

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Team Captain To Do List

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

About the Down Syndrome Association of Houston

At the Down Syndrome Association of Houston (DSAH), our mission is **to provide health, education and advocacy resources to individuals with Down syndrome, their families, and their communities.**

We envision a world in which all people with Down syndrome have the opportunity to enhance their quality of life, realize their life aspirations, and become accepted as a wonderfully normal part of a very diverse community. Each year, DSAH continues to promote awareness through community outreach programs, support meetings, educational conferences, and social events for the DS community. We have been a part of the Houston community for **50 years** and have assisted thousands of families by offering support to new parents of babies with DS, assisting parents with challenges related to medical, therapeutic and educational issues, and working with educators and medical professionals. DSAH is committed to improving the lives and opportunities afforded to all persons with Down syndrome.

DSAH reached significant milestones in 2007, when we partnered with Texas Children's Hospital to open The Down Syndrome Clinic, a facility aimed at ensuring that all children with DS are receiving the proper medical care and the necessary therapies. At about the same time, we also opened the Down Syndrome Resource Center with the goal of continuing to expand our programs and resources to our members and community.

DSAH currently serves over **3,500** families and we are proud to say our membership continues to grow. Of course, we couldn't celebrate the growth and inclusion without YOU! We hope you can support our Houston Buddy Walk so we can continue to make strides for people with DS!

Things Keep Looking Up!

Sponsorships

Dear Team Captain,

Enclosed, you will find sponsorship opportunities for the **24th 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 Houston Buddy Walk[®] will take place on Saturday, November 2, 2024, at Sam Houston Race Park 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. Payments may be entered online under your team name or sent via check to our office at:

Down Syndrome Association of Houston
4400 Harrisburg Blvd., Houston, TX 77011
Attn: Buddy Walk Sponsorships

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 us at 713.682.7237 or buddywalk@dsah.org should you have any questions or need additional information.

Sincerely,

Board of Directors
Down Syndrome Association of Houston

Dear Community Partner,

The Down Syndrome Association of Houston would like to invite your company to be a part of the 24th Annual Houston Buddy Walk[®], a celebration of the abilities and accomplishments of individuals with Down syndrome. Established in 1995 by the National Down Syndrome Society (NDSS), the Buddy Walk is the premier advocacy event for Down syndrome in the United States and is the world's most widely recognized public awareness event for the Down syndrome community. Over 3,000 people attended the 2023 Houston Buddy Walk and we hope this year will be bigger and better than ever!

Ninety-seven and a half percent of the proceeds from the Houston Buddy Walk will benefit DSAH allowing us to continue providing much-needed services and programs to the families of individuals with Down syndrome in **Houston and the surrounding communities**. The NDSS receives 2.5% of the proceeds of the Buddy Walk 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.

This year's Houston Buddy Walk is on Saturday, November 2, 2024. The walk will be preceded by the Buddy Bash, a celebratory event that starts at 10am featuring music, food, vendor booths, arts & crafts, games, performances, and more. At 12:30 pm, the participants will gather for the commemorative 1-mile walk within Sam Houston Race Park.

Enclosed please find a brief history of DSAH and the work we do as well as sponsorship opportunities for the 2024 Houston Buddy Walk. Being a Buddy Walk sponsor is an excellent opportunity for your company to get recognition for supporting a worthy cause. In addition to sponsoring this amazing event, you can also get involved by:

- Organizing a company team to participate and fundraise in the Houston Buddy Walk.
- Providing volunteers to help during the day's activities.
- Matching donations to your employees fundraising efforts.
- Making a tax-deductible "in-kind" donation of goods and/or services.

We hope you will choose to help promote the acceptance and inclusion of people with Down syndrome in our community. Your involvement will help make this year's Buddy Walk a truly memorable celebration.

Thank you for your consideration and support!

Board of Directors

Down Syndrome Association of Houston
buddywalk@dsah.org P: 713-682-7237 F: 713-996-9290

2024 Houston Buddy Walk Sponsorship Commitment Form

THANK YOU for supporting the
 2024 Houston Buddy Walk

Saturday, November 2, 2024 * Sam Houston
 Race Park * 10:00 a.m. to 2:00 p.m.

Sponsorship shirts are only available in adult sizes. Shirts
 will be available for pick up on T-Shirt distribution days.
 These can be picked up by the Sponsor or the Team
 Captain.

**ALL LOGOS MUST BE SUBMITTED BY
 OCTOBER 4, 2024**

Payment options:

- (1) Check made payable to DSAH mailed to the address above.
- (2) By credit card by visiting www.houstonbuddywalk.org directly to your team of choice

Company: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Company website address: _____

Sponsorship package: _____

Buddy Walk Team to apply donation to: _____

Buddy Walk Shirt sizes and quantity: ___S ___M ___L ___XL

PRESENTING SPONSOR - \$20,000 (LIMIT ONE)

- Naming rights to the event
- Logo inclusion on billboards
- Top logo placement on the back of event T-shirts
- Mentions and tagging to company on Houston Buddy Walk and DSAH on Social Media pages
- Logo placement on the Buddy Walk website with a hyperlink to company website
- Company banner placement at the Buddy Bash at prime locations (banners must be provided by sponsor)
- Company staff to wear logo shirts at 2 cheer stations along the walk route
- Company logo placement on Buddy Walk route
- Recognition on the day of the event
- Opportunity for promotional items in Team Captain Bag
- 10 free Buddy Walk shirts
- 40x40 Prime front booth at the Buddy Walk

PLATINUM SPONSOR - \$10,000

- Top logo placement on the back of event T-shirts
- Mentions and tagging to company on Houston Buddy Walk and DSAH on Social Media pages
- Logo placement on the Buddy Walk website with a hyperlink to company website
- Company banner placement at the Buddy Bash at prime locations (banners must be provided by sponsor)
- Company volunteers to line up the walk kick off and at the water stations
- Company logo placement on Buddy Walk route
- Recognition on the day of the event
- Opportunity for promotional items in Team Captain Bag
- 8 free Buddy Walk shirts
- 20x20 Prime booth at the Buddy Walk

2024 Houston Buddy Walk Sponsorship Commitment Form

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Payment options:

- (1) Check made payable to **DSAH** mailed to the address above.
- (2) By credit card by visiting www.houstonbuddywalk.org directly to your team of choice

Company: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Company website address: _____

Sponsorship package: _____

Buddy Walk Team to apply donation to: _____

Buddy Walk Shirt sizes and quantity: ___S ___M ___L ___XL

GOLD SPONSOR - \$5,000

- Logo placement on the back of event T-shirts
- Mentions and tagging to company on Houston Buddy Walk on Social Media pages
- Logo placement on the Buddy Walk website with a hyperlink to company website
- Company banner placement at the Buddy Bash at 5 locations (banners must be provided by sponsor)
- Recognition on the day of the event
- 6 free Buddy Walk shirts
- 20x20 booth at the Buddy Walk

SILVER SPONSOR - \$2,500

- Logo placement on the back of event T-shirts
- Mentions and tagging to company on Houston Buddy Walk on Social Media pages
- Logo placement on the Buddy Walk website with a hyperlink to company website
- Company banner placement at the Buddy Bash at 2 locations (banners must be provided by sponsor)
- Recognition on the day of the event
- 4 free Buddy Walk shirts
- 10x10 booth at the Buddy Walk

BRONZE SPONSOR - \$1,000

- Name listing the back of event T-shirts
- Mentions and tagging to company on Houston Buddy Walk on Social Media pages
- Logo placement on the bottom of the Buddy Walk website with a hyperlink to company website
- 2 free Buddy Walk shirts
- 10x10 booth at the Buddy Walk

BUDDY SPONSOR - \$500

- Name listing the back of event T-shirts
- Logo placement on the bottom of the Buddy Walk website with a hyperlink to company website
- 1 free Buddy Walk shirts

Fundraising Tips

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 with Down syndrome 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.

Don't forget to:

- 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"!**

24 Ways to Raise Donations for Your DSAH Buddy Walk Team

The most effective way to raise money for the *2024 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 "kidsitting" 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

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

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)
4400, Harrisburg Blvd., Houston, TX
77011

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 to 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 \$25.

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 on Friday October 27th and/or Saturday October 28th

Q: Who can pick up the t-shirts?

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 12:00 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: Yes, you may although we will have food trucks on-site selling food.

Q: Will there be food available at the event?

A: Yes, Food trucks will have food for sale.

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 ONLY.

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: 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.