



Dear Community Partner,

I would like to invite your company to be a part of the Down Syndrome Association of Atlanta's (DSAA) 19<sup>th</sup> Annual Buddy Walk®, a celebration of the abilities and accomplishments of individuals with Down syndrome.

The Buddy Walk® (BW) was established in 1995 by the National Down Syndrome Society (NDSS) to celebrate Down Syndrome Awareness month in October and to promote acceptance and inclusion of people with Down syndrome.

Ninety-nine percent of the proceeds from the Atlanta Buddy Walk will benefit DSAA allowing us to continue providing much-needed services and programs to the families of individuals with Down syndrome in Atlanta and the surrounding communities. The NDSS receives 1% 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.

Funds raised in 2016 were used by DSAA to provide immediate information and assistance to new parents and to families through educational seminars, social events, monthly networking groups for moms and dads, scholarships for camps and conferences and education materials and resources to the community. Last year, DSAA welcomed 168 new members, hosted 18 events and delivered more than 300 new parent packets to area hospitals, physicians and families.

The Buddy Walk is a walk in which anyone can participate without special training. It is a day filled with family fun activities along with educators, therapists and vendors from our community willing to provide resources and share information as needed.

Enclosed please find a brief history of DSAA and the work we do as well as sponsorship opportunities for the 2017 Buddy Walk. Being a Buddy Walk sponsor is a great 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 for the Atlanta Buddy Walk
- Providing volunteers to help during the day's activities
- Making a tax-deductible "in-kind" donation of goods and/or services

I 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 spectacular celebration.

Thank you for your consideration and support!

Vanessa Champlin  
DSAA Executive Director

Terms: All contributions benefit the Down Syndrome Association of Atlanta (DSAA). Contributions must be received by August 15, 2016 to be included in Buddy Walk promotional materials. Please contact us regarding in-kind donations. All donations are tax deductible. Tax ID 58-1585337.



## DOWN SYNDROME ASSOCIATION OF ATLANTA FACT SHEET

Founded in 1979, The Down Syndrome Association of Atlanta (DSAA) is a 501 (c)(3) Georgia non-profit organization dedicated to providing individuals with Down syndrome and their families life-long community connections.

DSAA provides:

- Year-round **educational conferences** and **social gatherings** for our member families
- **Parent liaisons/First Call Ambassadors** to 75 metro Atlanta birthing hospitals to provide information and support to parents with a new diagnosis and to distribute accurate information about Down syndrome to OB/GYN practices in metro Atlanta
- Administration of **Educational Liaisons** providing information and activities for educators working with students who have Down syndrome
- **Community-based parent support groups**, a metro wide D.A.D.S group and social media groups to provide support, information and resources for parents and caregivers
- Information on **advocacy** opportunities and issues affecting persons with special needs in Georgia and influences legislative action and public policy
- An annual **Buddy Walk®** each October to raise awareness and support
- The **Buddy Awards** program that recognizes citizens and organizations who have made a significant contribution to the Down syndrome community
- **Financial support** and partnership with the Emory Down Syndrome Clinic, the Adult Down Syndrome Program (ADSP) and the Asociación Hispana de Síndrome de Down en Atlanta (AHSDA) and GiGi's Playhouse

Since our inception, DSAA has been dedicated to support early intervention, education, awareness and advocacy for persons with Down syndrome and their families. We serve the greater Metro-Atlanta area, which includes the following counties: Fulton, DeKalb, Cobb, Clayton, Fayette, Coweta, Forsyth, Gwinnett, Cherokee, Rockdale, Henry, Newton, Troup, Douglas, Oconee, Spalding, Paulding, and Floyd.

The DSAA is thankful for its hundreds of dedicated volunteers who help run our programs, social activities and educational seminars, assist with fundraising events, participate in advocacy efforts, speak to local groups, run community-based support groups, provide photography services and raise awareness through our website, newsletter and social media.

**For more information about DSAA, to request a Membership application, volunteer or donate please visit [www.dsaatl.org](http://www.dsaatl.org).**

The Down Syndrome Association of Atlanta is happy to report an increase in our attendance, the number of teams created, and the number of volunteers. Here are our statistics from our 2015 event:

- \$192,639 was raised for DSAA to continue to provide support and services to families with individuals with Down syndrome
- \$1,900 was raised for NDSS
- Number of walkers 3,109
- Number of teams 153
- 2,425 were adults
- 554 were children between the ages of 2 and 16
- 130 were individuals with Down syndrome
- 118 volunteers also participated
- 2,272 are from the metro Atlanta area
- 514 are from Georgia outside of Atlanta
- 323 live outside of GA, representing almost every state
- 19th consecutive year

### **Why should I consider becoming the presenting Buddy Walk sponsor?**

By becoming a sponsor, you will aid the Down Syndrome Association of Atlanta's efforts to empower parents and people with Down syndrome, through information, education and social activities. You will also be noticed by thousand attendees in this year's event.

#### Presenting Sponsor Benefits: \$15,000 (Limit ONE)

- Event presented by company
- Introduction of CEO or representative at walk and opportunity to speak from the stage  
Opportunity for company representative to present the award to the 2016 Buddy of the Year from stage
- CEO or representative participation in all pre-event publicity, including on-air interviews (WSB-TV is our media partner)
- Exclusive presenting sponsor logo recognition on all print advertising (including any advertisements, local signage, posters, etc), on the back of 3500+ event t-shirts and on all event materials, both pre-event and day-of the walk
- Inclusion in all media materials and outreach and across all DSAA social channels (Facebook, Twitter and Pinterest)
- Corporate Name/Logo included in all press releases
- Complementary BW registration for ten (10) company representatives
- Priority exhibitor table with the opportunity to distribute materials and/or coupons or brochures to more than 4000 participants (company must supply) the day of event
- Display of products at the event (no product may be sold on site however)
- Logo inclusion in event brochure (more than 5000 printed)
- Logo recognition for one year on our website with an exclusive link to sponsor's website
- Logo in quarterly DSAA newsletter for one year
- Display of sponsor's signage (Five yard route signs to be placed along the walk). Additional signage may be provided by sponsor