



**Celebrating
for 21 Days!
Oct. 10-31**

Virtual Event

Down Syndrome Association of the Heartland

3rd Annual Buddy Walk

Celebrating for 21 Days! October 10-31, 2020

Sponsorship Packet

Contact:

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Introduction

The Down Syndrome Association of the Heartland is a family support group for all individuals touched by Down syndrome. The mission of Down Syndrome Association of the Heartland is to offer support to individuals with Down syndrome. It is the desire of Down Syndrome Association of the Heartland for every baby, child, student, and adult with Down syndrome to have access to support and services which would aid each individual reach his or her individualized potential.

Since 1979, the National Down Syndrome Society has worked to achieve its vision of a world in which all people with Down syndrome have the opportunity to realize their life aspirations. The National Down Syndrome Society is committed to being the national leader in supporting and enhancing the quality of life, and realizing the potential, of all individuals with Down syndrome.

The mission of the National Down Syndrome Society is to benefit people with Down syndrome and their families through national leadership in education, research, and advocacy.

Education. With model programs, an award-winning website, national conferences, and an Information/Referral Center, the National Down Syndrome Society provides target, in-depth information that meets the diverse needs of its constituents.

Research. The National Down Syndrome Society hosts international research conferences and is one of the largest private funders of Down syndrome research in the United States.

Advocacy. In cooperation with its 170 affiliate groups, the National Down Syndrome Society influences important local and federal legislation, establishes October as National Down Syndrome Awareness Month, organizes the Buddy Walk – the nation’s largest advocacy walk for Down syndrome, and much more!

What is Down syndrome?

Down syndrome is a genetic condition that occurs in approximately 1 in every 691 live births. It affects people of all ages, races, and economic levels. Furthermore, it is the most frequently occurring chromosomal abnormality. It occurs when there are 3, rather than 2, number 21 chromosomes present in every cell of the body. Instead of the usual 46 chromosomes, a person with Down syndrome has 47. It is this additional genetic material that alters the course of development and causes the characteristics associated with the syndrome. Down syndrome affects over 350,000 individuals in the United States along. Recent advances in our understanding of Down syndrome have resulted in dramatic improvements in the life span and the understanding of the unlimited potential of those who have been touched by Down syndrome.



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The Buddy Walk at a Glance

What: A national, multi-site walking event occurring during the month of October, which is National Down Syndrome Awareness Month.

Why: To raise much needed funds to support local and national programs as well as to promote acceptance and inclusion of all individuals with Down syndrome.

How: Through individuals and groups who seek donations from friends, families, and coworkers to sponsor their participation in walks throughout the county.

When: Throughout the month of October, National Down Syndrome Awareness Month, more than 400 Buddy Walks will occur throughout the United States.

The Down Syndrome Association of the Heartland's 3rd Annual Buddy Walk will be:

October 10-31, 2020

Sponsor Benefits: Vary by level. Recognition in advertising campaign, Company name on DSAH supporters' banner, Company name on back of the Buddy Walk Shirts, and website recognition.



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Through the generous donations of individuals, families, and corporate sponsors, Down Syndrome Association of the Heartland will continue the process of implementing and providing the following outreach services (and many others to be developed) throughout Hardin County, as well as the surrounding counties in Central Kentucky.

Family Resources

- New Diagnosis Information Packets
- Hospital Care Baskets
- Special Needs Trusts
- Medical Healthcare Guidelines
- Financial Planning
- Guardianship Information
- IEP Information

Programs

- Empowerment Classes
- Developmental Services
- Social Activities
- Discussion Forums
- Tutoring Services
- Therapies
- Family Fun Activities

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Buddy Walk Sponsor: PRESENTING SPONSOR
\$5,000 for 2020

A gift at this level provides:

- Event presented by company.
- Introduction of CEO or representative at walk and opportunity to speak from stage.
 - This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- CEO or representative participation in all pre-event publicity, including on-air interviews.
- Corporate Name/Logo included in all press releases.
- Exclusive presenting sponsor logo recognition on all print advertising (including any advertisements, local signage, posters, etc.), on the back of event t-shirts, and on all event materials, both pre-event and day-of the walk.
- Inclusion in all media materials and outreach across all DSAH social channels.
- Complementary 2020 Buddy Walk registration and shirts for eight (8) company representatives.
- Priority exhibitor table with the opportunity to distribute materials and/or coupons or brochures to all participants (company must supply) the day of event.
 - This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- Display of products at the event (products may not be sold on site).
 - This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- Logo recognition for one year on our website with an exclusive link to sponsor's website.
- Logo in DSAH newsletter for one year.
- Display of sponsor's signage.
 - This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- Facebook "Live" video posted to our organizational page.
- Company name on banner at Buddy Walk.

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Buddy Walk Sponsor: DIAMOND SPONSOR
\$2,500 for 2020

A gift at this level provides:

- Exclusive diamond sponsor logo recognition on all print advertising (including any advertisements, local signage, posters, etc.), on the back of event t-shirts, and on all event materials, both pre-event and day-of the walk.
- Inclusion in all media materials and outreach.
- Complementary 2020 Buddy Walk registration and shirts for six (6) company representatives.
- Priority exhibitor table with the opportunity to distribute materials and/or coupons or brochures to all participants (company must supply) the day of event.
 - This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- Display of products at the event (products may not be sold on site).
 - This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- Logo recognition for one year on our website with an exclusive link to sponsor's website.
- Logo in DSAH newsletter for one year.
- Display of sponsor's signage.
 - This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- Facebook "Live" video posted to our organizational page.
- Company name on banner at Buddy Walk.

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Buddy Walk Sponsor: PLATINUM SPONSOR
\$1,000 for 2020

A gift at this level provides:

- Logo recognition on all print advertising (including any advertisements, local signage, posters, etc.), on the back of event t-shirts, and on all event materials, both pre-event and day-of the walk.
- Inclusion in all media materials and outreach.
- Complementary 2020 Buddy Walk registration and shirts for four (4) company representatives.
- Priority exhibitor table with the opportunity to distribute materials and/or coupons or brochures to all participants (company must supply) the day of event.
 - o This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- Display of products at the event (products may not be sold on site).
 - o This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- Logo recognition for one year on our website with an exclusive link to sponsor's website.
- Logo in DSAH newsletter for one year.
- Display of sponsor's signage.
 - o This will be honored at any/all in-person events that are able to take place through October 2021 after in-person events can resume after COVID-19.
- Facebook "Live" video posted to our organizational page.
- Company name on banner at Buddy Walk.

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Buddy Walk Sponsor: GOLD SPONSOR
\$750 for 2020

A gift at this level provides:

- Logo recognition on event t-shirts.
- Complementary 2020 Buddy Walk registration and shirts for two (2) company representatives.
- Logo recognition for one year on our website.
- Logo in DSAH newsletter for one year.
- Facebook “Live” video posted to our organizational page.
- Company name on banner at Buddy Walk.

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Buddy Walk Sponsor: SILVER SPONSOR
\$500 for 2020

A gift at this level provides:

- Logo recognition on event t-shirts.
- Logo recognition for one year on our website.
- Logo in DSAH newsletter for one year.
- Facebook “Live” video posted to our organizational page.
- Company name on banner at Buddy Walk.

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Buddy Walk Sponsor: BRONZE SPONSOR
\$250 for 2020

A gift at this level provides:

- Logo recognition for one year on our website.
- Logo in DSAH newsletter for one year.
- Company name on banner at Buddy Walk.

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Sponsorship Information:

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Company Website: _____

Submitter Name: _____

Title: _____

Submitter Signature: _____

Name of BW Team (if applicable): _____

T-Shirt Sizes (if applicable): _____

Are You Contributing Your Sponsorship To A Team: Yes No

If Yes, Which Team: _____

Sponsorship Opportunity Choice:

___ Presenting Sponsor \$5,000 ___ Gold Sponsor \$750

___ Diamond Sponsor \$2,500 ___ Silver Sponsor \$500

___ Platinum Sponsor \$1,000 ___ Bronze Sponsor \$250

This agreement, signed by an authorized representative, and a check (payable to Down Syndrome Association of the Heartland, Inc.) should be sent to:

Down Syndrome Association of the Heartland, Inc.
P.O. Box 6402
Elizabethtown, KY 42702-6402

For more information, please contact: tonya@dsheartland.org