

# HAPPY TO BE TOGETHER AGAIN

THANK-YOU  
TO OUR 2020  
SPONSORS!



## CHAMPION SPONSORS



## ADVOCATE SPONSORS

## SUPPORTER SPONSORS



## FRIEND SPONSORS

## BUDDY SPONSORS



## WHAT IS DOWN SYNDROME?

Down syndrome is a genetic condition that occurs in one out of every 792 live births. It affects people of all ages, races and economic levels and is the most frequently occurring chromosomal disorder. Down syndrome affects more than 400,000 people in the United States alone. Recent advances in our understanding of Down syndrome have resulted in dramatic improvements in the life span and potential of those who are affected.

## OUR MISSION

The Down Syndrome Association (DSA) of Greater Charlotte is a non-profit, family support organization. The goal of the DSA of Greater Charlotte and its families is to enable individuals with Down syndrome (Ds) to reach their full potential and become respected members of their community.

Our mission is to enhance the quality of life for all people with Down syndrome by empowering individuals, families, and professionals with information and support through education, social programs, and community partnerships.

## BUDDY WALK® HISTORY

The Buddy Walk was developed by the National Down Syndrome Society in 1995 to celebrate October, National Down Syndrome Awareness Month, and provide an annual public platform for advocacy. It brings together people with Down syndrome and their invited "buddies" — everyone from friends and family to teachers, politicians and co-workers — to promote acceptance and inclusion for people with Down syndrome and to raise funds for education, research and advocacy programs.

The Buddy Walk is a one-mile walk in which anyone can participate without special training. Hundreds of thousands of people walk from coast to coast and around the world each year. The goal of the Buddy Walk is three-fold: to promote acceptance and inclusion of people with Down syndrome; to raise the funds necessary to develop innovative and effective programs; and to enhance the position of the Down syndrome community, enabling us to positively influence local and national policy and practice.

[www.buddywalkcharlotte.org](http://www.buddywalkcharlotte.org)

#BuddyWalkCharlotte



# BENEFITS OF SPONSORING

	Presenting Sponsor \$10,000+	Hero Sponsor \$7,500	Champion Sponsor \$5,000	Marketing/Ad Sponsor \$5,000	Advocate Sponsor \$2,500	Entertainment Sponsor \$2,500	Supporter Sponsor \$1,500	T-Shirt Sponsor \$1,500	Friend Sponsor \$750	Buddy Sponsor \$250
Right of first refusal in 2022	✓									
Under title sponsorship on all marketing materials and communications	✓									
Corporate tent at event	✓									
Corporate logo featured on organization's website for one year (Summer 2021 - Spring 2022)	✓									
Invitation to organization's seasonal social events (summer cookout, holiday party, spring potluck)	✓	✓								
Ad in organization's quarterly newsletters	Full Page	½ Page	¼ Page	¼ Page						
Recognition at event's opening ceremonies	✓	✓	✓	✓	✓	✓				
Company logo featured on event t-shirt	✓	✓	✓	✓	✓	✓	✓	✓		
Company logo printed on event materials/programs	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Company logo + website link featured on Buddy Walk website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Company logo displayed on big screen at event	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Company logo featured on event signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

## WHAT IS THE IMPACT OF MY SPONSORSHIP?

Your fundraising helps make the following in-person and virtual opportunities possible:

- Camps for Campers, Ages 5-21
- Educational Workshops for Families
- Moms and Dads Nights Out
- Regional Support Groups (Coming in 2022)
- Music Therapy for Youngsters with Ds
- First Call Program for New Parents
- Medical Outreach
- Workshops and Symposium for Educators of Learners with Ds
- Programming for Adults with Ds



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### ENTERTAINMENT SPONSOR

- Includes all ADVOCATE SPONSOR INCENTIVES plus covers the cost of event entertainment: juggler, costumed characters, DJ, face painter, balloon art, magician, etc.

### T-SHIRT SPONSOR

- Includes incentives from SUPPORTER SPONSOR above + covers the cost of 1500 event t-shirts

### MARKETING / ADVERTISING SPONSOR

- Includes all incentives of CHAMPION SPONSOR plus covers the cost of advertising and marketing the event



# FACE UP TO DOWN



## SPONSORSHIP & COMMUNITY

### Your Support Builds Community

The opportunities your donations create are amazing, and the programs supported are a blessing to our children and families. What you may not know is how your involvement with the Down Syndrome Association of Greater Charlotte builds community. With every event, with every program our families attend, bonds of community and friendship are built. This connection creates a beautifully woven safety net our families need. Your support helps our families stay strong and stay connected to one another and to the services that enhance the lives of our children, youth and adults with Down syndrome.

**Again, thank you for your gracious support!**

### FOR MORE INFORMATION, CONTACT:

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# 2021 GREATER CHARLOTTE BUDDY WALK®

Saturday, October 30, 2021