

# 2023 GREATER CHARLOTTE BUDDY WALK<sup>®</sup>

CORPORATE SPONSORSHIP PROPOSAL

SUNDAY, OCTOBER 22, 2023 | 10AM

**NEW VENUE**  
ATRIUM  
HEALTHCARE  
BALLPARK



## BUDDY WALK<sup>®</sup> 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.

### 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.

### WHAT IS DOWN SYNDROME?

Down syndrome is a genetic condition that occurs in one out of every 700 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.

# BENEFITS OF SPONSORING IN 2023

## \$10,000+

### Presenting Sponsor (1 available)

- Listed as presenting sponsor
- First Right of refusal for BW 2024
- Presenting of donation "check" at the ceremony with Photo op
- Opening ceremony- verbal advertisement
- Opportunity to host Buddy Walk Team Captain Family Kickoff Event
- Opportunity to host on-line Spirit Week video (week before Buddy Walk)
- Company Logo on Ball Park Jumbo-tron
- 10x10 vendor space (Table and tent provided-if wanted)
- Logo on BW T-shirt
- Logo listed as sponsor on website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$5000+

### Special Events Sponsor (3 available)

Applies toward upcoming events for families and educators, ex. Career Fair, Family Holiday Party, Education events

- Logo listed on signs as supporter for listed events
- Company name/logo on digital banner in Ballpark
- 10x10 vendor space (no table or tent provided)
- Logo on BW T-shirt
- Logo listed as sponsor on website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$2000+

### Music Sponsor (1 available)

Covers DJ who provides the tunes and energy for dancing for our amazing events at Buddy Walk, 2023 Holiday Party and 2024 Spring Adult Retreat

- Logo on yard sign at DJ table during Buddy Walk, 2023 DSAGC Family Holiday Party and 2024 Adult Retreat
- Company name/logo on digital banner in Ballpark
- 10x10 vendor space (no table or tent provided)
- Logo on BW T-shirt
- Logo listed as sponsor on website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$1000+

### Camp Counselor Sponsor (unlimited)

Contributes to counselor Staffing costs for Camp Holiday and Adult Retreats 2024

- Logo listed as contributor on Camp Counselor training and manual
- 10x10 vendor space (no table or tent provided)
- Logo on BW T-shirt
- Logo listed as sponsor on website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$7500+

### Locations Sponsor

#### Adult Retreats 2024 (2 available)

Applies toward venue costs for Spring and Fall retreats at YMCA Thunderbird

- Logo listed as Location sponsor on yard signs at 2024 Adult Retreat (Spring and Fall)
- Company name/logo on digital banner in Ballpark
- 10x10 vendor space (no table or tent provided)
- Logo on BW T-shirt
- Logo listed as sponsor on website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$2500+

### Camp Scholarship Sponsor (unlimited)

Covers overnight camp scholarships for 7 participants

- Logo listed as supporter on all scholarship emails provided to 7 families who received scholarship for overnight camps
- Logo on yard sign at DSAGC table during event
- Company name/logo on digital banner in Ballpark
- 10x10 vendor space (no table or tent provided)
- Logo on BW T-shirt
- Logo listed as sponsor on website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$1500+

### Early Intervention Sponsor (1 available)

Covers cost of Soft Play area for Buddy Walk. Allows for a safe play space for young kids 3 and under

- Logo on yard sign at DJ table during Buddy Walk, 2023 DSAGC Family Holiday Party and 2024 Adult Retreat
- Company name/logo on digital banner in Ballpark
- 10x10 vendor space (no table or tent provided)
- Logo on BW T-shirt
- Logo listed as sponsor on website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$750+

### Happy Camper Sponsor (unlimited)

Funds scholarship for two campers @ Horizon, Holiday (1 week) or Adult Retreat

- 10x10 vendor space (no table or tent provided)
- Logo on BW T-shirt
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$5000+

### T-Shirt Sponsor (1 available)

Covers Buddy Walk T-shirts for all individuals with Down syndrome

- Company name/logo on digital banner in Ballpark
- 10x10 vendor space (no table or tent provided)
- Logo on BW T-shirt
- Logo listed as sponsor on website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$2000+

### First Call Sponsor (3 available)

Provides financial coverage to support new and expecting parents with a baby gift basket and other First Call Needs for 2024

- Logo on yard sign at First Call Table during event
- Logo on First Call Basket welcome cards to new families in 2024
- Logo on First Call folders provided to medical groups all over Greater Charlotte
- Company name/logo on digital banner in Ballpark
- 10x10 vendor space (tables and tents not provided)
- Logo on BW T-shirt
- Logo listed as sponsor website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$1000+

### Virtual Program Sponsor (3 available)

Covers three 5-week sessions for virtual programs for youth and adults with Ds

- Sponsor logo listed on Virtual Program registration
- 10x10 vendor space (tables and tents not provided)
- Logo on BW T-shirt
- Logo listed as sponsor website
- Logo on Sponsor banner at event
- Logo on shared through social media

## \$250+

### "Night Out" Sponsor (unlimited)

Applies toward a Mom, Dad, Family or Adult's Night for social outings each month that support community connection and relationships

- 10x10 vendor space (no table or tent provided)
- Logo on Sponsor banner at event
- Logo on sponsor flyer through social media



# WHAT IS THE IMPACT OF MY SPONSORSHIP?

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

- Camps for Youth & Adults, Ages 5+
- Educational Workshops for Families
- Moms and Dads Nights Out
- Caregivers Respite Retreats
- 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
- Support Groups for Families

SCAN HERE TO  
**DONATE NOW!**



## 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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[www.dsagreatercharlotte.org](http://www.dsagreatercharlotte.org) | 3900 Park Rd., #C, Charlotte, NC 28209

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TOP FUNDRAISING TEAM OF 2022  
**LOVE FOR LINCOLN**

THANK-YOU  
TO OUR 2022  
SPONSORS!

**CHAMPION SPONSORS**



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