



Event Profile

THE 2017 DSA OF DELAWARE BUDDY WALK

The 14th Annual DSA of Delaware Buddy Walk will attract more than 2,000 participants from across the region on Saturday, May 13, 2017 at the University of Delaware.

THE BUDDY WALK BACKGROUND

The Buddy Walk began in Delaware in 2004 as an opportunity to promote awareness and acceptance for people with Down syndrome. It has grown from 500 participants in the first year to more than 2,000 annually. More than 90% of all money raised from the Buddy Walk comes from individual donations, proving this community supports our mission.

The Buddy Walk is more than just a walk, it's more than just an event. The Buddy Walk is a vehicle in which the DSA of Delaware can serve its families and the community. The DSA of Delaware provides resources in the form of books for new and expectant parents, scholarships for camp, conferences and tuition and bridges the gap between parents and professionals by hosting professional training and seminars.

The Buddy Walk is more than just a walk, it's the one day, the one event where our community hears, sees and experiences why people with Down syndrome are More Alike Than Different!

BUDDY WALK SPONSORSHIP

Your Benefit: 100% tax deductible donation, plus your **company logo** will appear on **5,000 event brochures**, **2,000 event T-shirts**, and **ALL promotional material** created for the 2017 Buddy Walk, including the DSA of Delaware's **website**. Your **company employees** will also benefit from reaching out to support people whose presence in the community is growing, changing and gratifying.

Some previous sponsors include: Del-One, DSTA, Geico, WSFS, Comcast, Lowe's, IBM, Happy Harry's, Nestle Purina, The River 94.7, Outback Steakhouse, George & Lynch Inc, and DFRC - Delaware Foundation for Reaching Citizens with Cognitive DisABILITIES.



*The **Down Syndrome Association of Delaware** is a statewide 501 (c) (3), non-profit association, organized and managed by the parents of children with Down syndrome. Formed in 1979, the DSA of DE strives to promote awareness and understanding that allows people with Down syndrome to enjoy the same level of access, opportunity and the acceptance as everyone else.*

Buddy Walk Sponsorship Levels

Buddy Walk Presenting Sponsor **\$10,000**

- Sponsor logo **prominently displayed** on the back of event **T-shirts**.
- Sponsor identification will **prominently** appear in all print advertising for the Buddy Walk event, **including 5,000 event brochures. ***(print deadline 2/17/17)***
- Sponsor recognition on all Buddy Walk promotional materials, press releases and **advertising materials**.
- Sponsor logo will appear prominently on Buddy Walk sponsor banner. In addition, sponsor may provide **two (2) additional signs** to be displayed at event-site.
- One - 10X10 Booth Space.
- Sponsor Representative may participate in opening ceremony.
- Sponsor will be recognized from the podium.
- Feature article and company profile in DSA of DE newsletter and logo on Web site.

Buddy Walk Supporting Sponsor **\$5,000**

- Sponsor logo printed on the back of event **T-shirts**.
- Sponsor identification will appear in all print advertising for the Buddy Walk event, **including 5,000 event brochures. ***(print deadline 2/17/17)***
- Corporate recognition on all Buddy Walk promotional materials, press releases and **advertising materials**.
- Sponsor logo will appear prominently on Buddy Walk sponsor banner. In addition, sponsor may provide **one (1) additional sign** to be displayed at event-site.
- One - 6 Ft. Table in the Resource Tent.
- Sponsor will be recognized from the podium.
- Recognition in DSA of DE newsletter and logo on Web site.

Buddy Walk Event Sponsor **\$2,500**

- Sponsor logo printed on the back of event **T-shirts**.
- Sponsor identification will appear in all print advertising for the Buddy Walk event, **including 5,000 event brochures. ***(print deadline 2/17/17)***
- Corporate recognition on all Buddy Walk promotional and press materials.
- Sponsor logo will appear on Buddy Walk sponsor banner.
- Sponsor will be recognized from the podium.
- Recognition in DSA of DE newsletter and logo on Web site.

Buddy Walk Partner **\$1,000**

- Sponsor logo printed on the back of event **T-shirts**.
- Sponsor identification will appear in all print advertising for the Buddy Walk event, **including 5,000 event brochures. ***(print deadline 2/17/17)***
- Sponsor recognition on Buddy Walk sponsor banner.
- Recognition in DSA of DE newsletter and on Web site.

T-shirt Sponsor **\$500**

- Sponsor logo (1" size) printed on the back of event **T-shirts. ***(print deadline 4/12/17)***

Buddy Walk Commitment Form

Organization Name: _____

Contact: _____

Title: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Sponsorship Level:

_____ Presenting Sponsor (\$10,000)

_____ Supporting Sponsor (\$5,000)

_____ Event Sponsor (\$2,500)

_____ Buddy Walk Partner (\$1,000)

_____ T-shirt Sponsor (\$500)

Please complete and return to:

Down Syndrome Association of Delaware, Buddy Walk
PO Box 747, Middletown, DE 19709
info@dsadelaware.org



*The Down Syndrome Association of Delaware is a statewide 501 (c) (3), non-profit association.
All contributions are tax deductible as allowed by law, Tax ID # 20-1874295.*