

DSACK

beautiful capable loved



Why?

Ultimately, the Buddy Walk promotes the acceptance and inclusion of people with Down syndrome, awareness and education for local families, caregivers, medical and educational professionals in our community. Funds raised in 2010 were used to provide immediate information and assistance to new families, provide assistance to many families during times of crisis, expand our lending library, publish and mail our bimonthly newsletter to over 500 families and professionals, fund quarterly social events for individuals with Down syndrome and their families, fund monthly age-level groups for children and their families, provide scholarships for camps and conferences, and to provide education materials to the community. In addition, we strive to shape and advocate for improved public policy, increase public resources and services for people with Down syndrome, improve educational opportunities for individuals with Down syndrome, advance basic, clinical and applied research and implement a national public awareness strategy. A portion of funds raised goes to support the National Down Syndrome Society, who in turn advocates for the value, acceptance and inclusion of people with Down syndrome.

What?

The Buddy Walk is a regional event to highlight National Down Syndrome Awareness Month in October. The Walk is a celebration of individuals with Down syndrome, their families, friends and supporters from across our community. The Down Syndrome Association of Central Kentucky (DSACK) hosts this event. It is open to ANYONE who wants to support DSACK. Over 1800 supporters participated last year.

How?

Funds are raised through corporate sponsorship, individual walkers, team walkers, and through public and private donations. If you would like to participate, please fill out the attached form and send it in today.

Volunteer?

A great event needs great volunteers and the Buddy Walk is no exception. Individuals or groups are welcome. Contact Deanna at 859-576-3406 for more information.

**9th Annual
Buddy Walk**

Saturday, October 1, 2011

presented by



The Thoroughbred Center
3380 Paris Pike
Lexington, Kentucky

9:30 am Registration
11:00 am Walk
12 noon Lunch Celebration



kristin tatem
PHOTOGRAPHY

kristin tatem

Buddy Walk

sponsorship opportunities



Presenting Sponsor \$7500

- Exclusive presenting sponsor logo recognition on all print advertising (including newspaper ads, billboards, local signage, posters), media (radio and television PSA's), on the back of event t-shirts and on all event materials, both pre-event and day-of the walk.
- Logo recognition for one year on the front page of our website with an exclusive link to sponsor's website.
- Logo in DSACK newsletter for one year and on all television and radio PSAs promoting the event.
- CEO or representative participation in all pre-event publicity, including on-air interviews.
- Logo recognition on signage during the group's participation in The Legends' Community Organization of the Night promoting the Buddy Walk.
- Introduction of CEO or representative at walk and opportunity to speak from the stage during the celebration ceremonies.

- Display of sponsor's signage (5 "yard" route signs to be placed along the walk. Additional logo placements supplied by company), display of products at the pre-event publicity and on the day-of the walk.
- Distribution of sponsor's promotional materials at the walk.
- Priority Exhibitor table at the event.
- Recognition at the red carpet area.

Platinum Sponsor \$5000

- Logo recognition on t-shirts and on all day-of event materials (signage and event program).
- Logo recognition on website with link and in DSACK newsletter for one year.
- Introduction of CEO or representative at walk.
- Display of sponsor's signage (5 "yard" route signs to be placed along the walk).
- Distribution of sponsor's promotional materials at walk.
- Priority Exhibitor table at event.

Gold Sponsor \$2500

- Recognition on t-shirts and day-of event materials (signage and event program).
- Logo recognition on website and newsletter for one year.
- Display of sponsor's signage (3 "yard" route signs to be placed along the walk).
- Distribution of sponsor's promotional materials at the walk.
- Priority Exhibitor table at event.

Silver Sponsor \$1000

- Logo on t-shirts and recognition on day-of event materials (signage & event program).
- Recognition on website and in newsletter.
- Distribution of sponsor's promotional materials at the walk.
- Exhibitor table at event.

Bronze Sponsor \$500

- Recognition on day-of materials (signage & event program).
- Recognition in website and newsletter.
- Exhibitor table at event.

Buddy of DSACK \$250

- Recognition in event program as a sponsor.
- Recognition in website and newsletter.
- Exhibitor table at event.

s p e c i a l s p o n s o r s h i p s

Food Sponsor \$3500 (in kind or monetary)

- 1 banner at registration and 1 banner in the food area (to be supplied by sponsor).
- Recognition on signage, on DSACK website, in the day-of brochure, as well as in the DSACK newsletter.

Entertainment Sponsor \$2000

- Signage in the children's entertainment area as well as on the stage (to be supplied by sponsor).
- Recognition on signage, on DSACK website, in the day-of brochure, as well as in the DSACK newsletter.

Finish Line Sponsor \$1000

- Recognition on day-of materials (signage & event program).
- Recognition on website and in newsletter.
- Distribution of sponsor's promotional materials at the walk.
- Exhibitor table at event.
- Display sponsor's signage at the end of the walk (to be supplied by sponsors)

Route Sponsor \$250

- 3 "yard" route signs to be placed along the walk (sponsor to provide).
- Recognition on our website, in the day-of brochure, as well as in our newsletter.

Terms: All contributions benefit the Down Syndrome Association of Central Kentucky (DSACK) and National Down Syndrome Society (NDSS). Contributions must be received by September 3, 2010 to be included in Buddy Walk promotional materials. Please contact us regarding in-kind donations. All donations are tax deductible. Tax ID 38-3682694.

Yes!

I wish to be a sponsor of the DSACK Buddy Walk on October 1, 2011 as indicated below:

Sponsor name as you would like it to be recognized:

Sponsor Level: _____

Contact: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____

Check Enclosed, payable to DSACK

Visa or Mastercard# _____

Expiration _____ Zip code _____

Name on card _____

Mail or Email forms to:

Attn: Allison Kerschbaum, DSACK
PO Box 910516 Lexington, KY 40591-0516
dsack@gmail.org 859-494-7809