



2013 Buddy Walk
Down Syndrome Association of Greater Charlotte



The Down Syndrome Association of Greater Charlotte will be holding its 2013 Buddy Walk on October 5, 2013 at Freedom Park, Charlotte, NC. Over 2,200 people from the Charlotte area participated in last year's walk and raised over \$200,000. The Walk was started by the National Down Syndrome Society (NDSS) and has grown from 17 walks in 1995 to more than 260 nationwide in 2012. The Buddy Walk is a one-mile advocacy walk that promotes awareness, inclusion and acceptance of all people with Down syndrome.



There are many ways for your company to support this year's Charlotte Buddy Walk:

- **Become a Buddy Walk Event Sponsor** by providing a monetary donation.
- **Become a Buddy Walk Unique Sponsor** by funding a specific aspect of the walk which will promote your name/product by displaying your logo. See examples to the right.
- **Organize a company team** to participate in the Buddy Walk Team online registration is available on our website <http://dsa-gc.kintera.org/buddywalk>

If you have any questions or need additional information, please contact DSAGC Executive Director, Kathryn Lariviere at KLariviere@dsa-gc.org or call 704-622-9740.

Thank you for your consideration,

Steve Leyton

Steve Leyton
Buddy Walk Chair,
Dad to Kelsey



Down Syndrome Association of Greater Charlotte

2013 Buddy Walk

PO Box 34787, Charlotte, NC 28234 • www.dsa-gc.org

Unique Sponsorships

RAFFLE ITEM

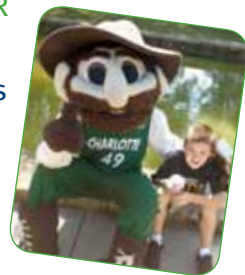
Get exposure for your products to over 2,500 people by donating an item for our raffle.

Promote your name and products by funding specific aspects of the walk.

REGISTRATION TENT SPONSOR BANNER

Qualifies for Silver Sponsorship

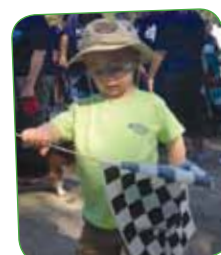
Your logo will appear on a banner at this tent, where all teams must check in. Available to one company, first come, first served.



MOON BOUNCE PLAY AREA SPONSOR BANNER

Qualifies for Bronze Sponsorship

Your logo will appear on a banner at one of 3 moon bounce areas. Available to 3 companies, first come, first served.



ARTS & CRAFTS TENT SPONSOR BANNER

Qualifies for Bronze Sponsorship

Your logo will appear on banner at this popular tent. Available to one company, first come, first served.



BALLOONS

Qualifies for Bronze Sponsorship

Your company logo will be screen printed on balloons handed out and used for decorations. Available to one company, first come, first served.

HAVE SOMETHING ELSE IN MIND?

Call Kathryn Lariviere 704-622-9740.

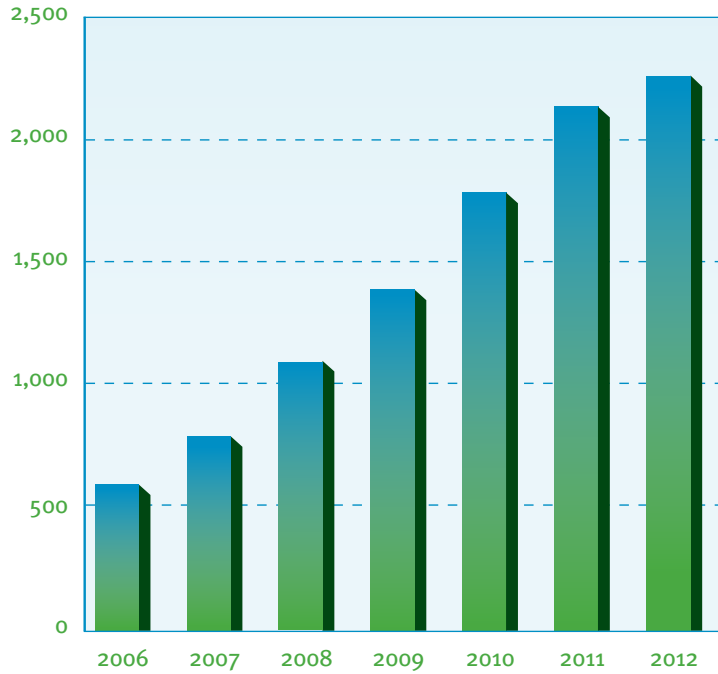
Deadline for all printed items is September 1, 2013.

All sponsors will be listed in the onsite program given to each walker.

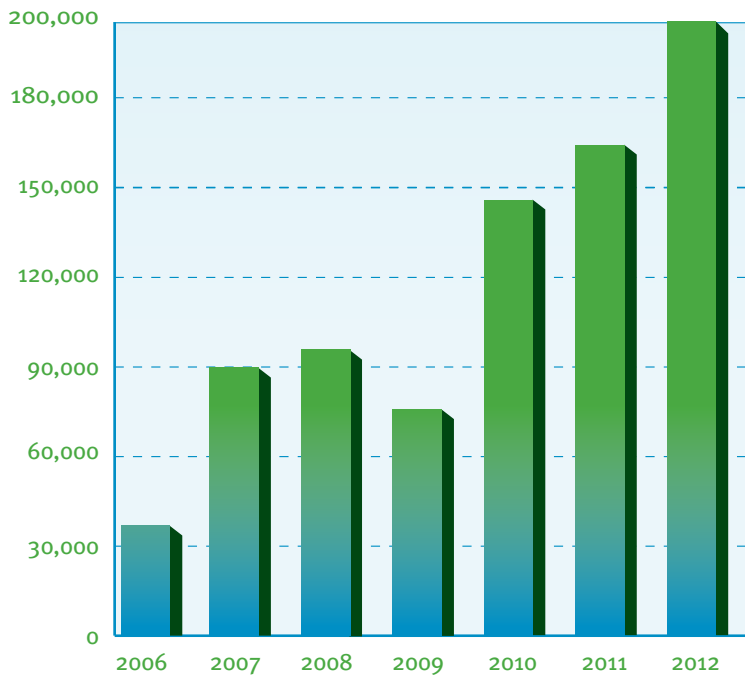




Attendance Growth



Funds Raised (Gross)



What is the Impact of My Sponsorship?

Last year funds raised helped make the following possible:

DSAGC Together in Education Program
a direct support outreach into local public schools

Camp Holiday & Camp Horizon Summer Camps

Educational Information Sessions with Guest Speakers

Educational Symposiums for Parents, Professionals and Educators

Resources for New Parents

Family Subgroup Activities & Social Events
(Roots and Shoots, Rising Stars, Soaring Eagles, Latino Families, D.A.D.S., Teens/Self Advocates, Gaston County, New Parents and more)

DSAGC Staff

Membership and Support for National Down Syndrome Organizations

DSAGC Mission

The mission of the Down Syndrome Association of Greater Charlotte is to enhance the quality of life for all individuals with Ds by providing information and support to individuals, families, professionals and the community through educational and social activities.

The DSAGC envisions a world in which all people with Down syndrome have the opportunity to enhance their quality of life, realize their life aspirations, and become valued members of welcoming communities.



For More Information
KLariviere@dsa-gc.org • www.dsa-gc.org • www.dsa-gc.kintera.org/buddywalk

Down Syndrome Association of Greater Charlotte

2013 Buddy Walk

Corporate Sponsorship Proposal

Last year over 2,200 walkers participated and raised \$200,000. This year promises to be even bigger!



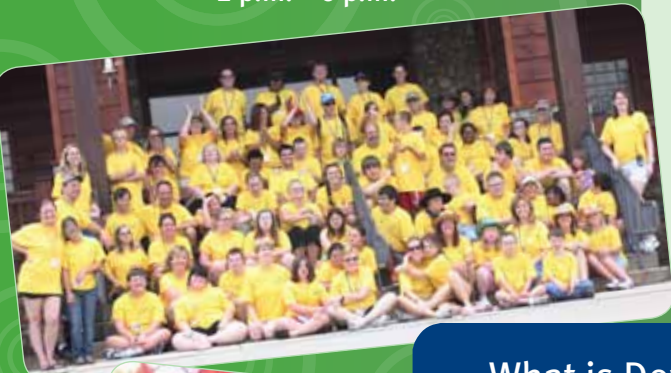
Freedom Park, Charlotte

Oct. 5, 2013
2 p.m. – 6 p.m.

Benefits of Sponsoring

	Bronze \$750	Silver \$1,500	Gold \$2,500	Platinum \$5,000	Presenting \$7,500
Company logo on Buddy Walk website with link to your website	✓	✓	✓	✓	✓
Company name/logo on event signage	✓	✓	✓	✓	✓
Company name/logo on event program	✓	✓	✓	✓	✓
Company name/logo on event t-shirt		✓	✓	✓	✓
Business-card-sized Ad in DSAGC newsletter for 1 year			✓	✓	✓
Company name/logo on DSAGC website				✓	✓
Push-marketing benefits as negotiated				✓	✓
Under Title Sponsorship recognition					✓

* For Details of Presenting and Platinum Sponsor Benefits, please contact Kathryn Lariviere at KLariviere@dsa-gc.org or 704-622-9740.



What is Down syndrome?

Down syndrome is a genetic condition that occurs in one out of every 691 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.



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.