



Dear Friend,

We hope that you are doing well and that you and your families are safe and healthy. We have no doubt that your family and business have been deeply affected by the COVID-19 pandemic. As you can imagine, the Down Syndrome Association of Wisconsin has been affected too – all of our in-person programs have been suspended for over a year, and we've had to modify or cancel our biggest fundraising events. **We know that many businesses are not in the position to give this year, and that is okay. But for those of you who are, we hope you will consider supporting DSAW.** Although our office doors have been closed for over 12 months, the dreams of people with Down syndrome are NOT on hold.

We are writing to invite you to become a main sponsor for our 25th Anniversary Statewide Down Syndrome Awareness Walk. We are excited to bring back our biggest fundraiser to the **Milwaukee County Zoo this year on Sunday, September 26, 2021!** Families from around Southeastern Wisconsin, along with many other families who travel from across the state for the largest Awareness Walk in Wisconsin, gather together to celebrate our loved ones and their abilities. We're taking significant precautions to keep everyone safe at our event. In addition to a party at the Zoo with carnival games, amazing raffles and prizes, the 21 Showcase (individuals with Down syndrome of ALL ages are welcome to walk the red carpet), and more, we will also offer fun virtual components for those who wish to celebrate with us from afar. **The event will receive extensive media coverage** by Milwaukee TMJ4's Vince Vitrano, among others

This year, your support of DSAW is crucial. The majority of our programs and events are fully funded by fundraising that takes place at our annual Statewide Awareness Walk. After a challenging year and a mostly virtual Awareness Walk in 2020, we are sincerely counting on the community's overwhelming support to make this a successful event.

We hope you will be able to join us as a partner of this year's very special event. Please know that all contributions you make will positively impact DSAW and individuals with Down syndrome. 100% of dollars raised by this event are used to further our mission of providing support to Wisconsin families and individuals with Down syndrome and related disabilities through awareness, education, information, programs, services, and the exchange of ideas and experiences. **Even during the pandemic, we have been able to host over 2,000 hours of successful virtual programs and services, classes for young adults, parents' nights and support groups, educational family webinars, and more.**

We appreciate any contribution you are able to make (**monetary donations, products and services, or in-kind raffle items are all desperately needed**). Please review the enclosed sponsorship opportunities document, which outlines the recognition offered to sponsors based upon their level of support. As you will see, there are substantial recognition opportunities to highlight your generosity. We have also enclosed a marketing agreement form for your convenience. We look forward to adding you to our list of 2021 partners!

On behalf of DSAW and the individuals who will ultimately benefit from your generous sponsorship, we cannot thank you enough! If you have any questions or would like additional information, please contact Rachel Reit at (414) 327-3729 ext. 104 or via email at rachel@dsaw.org.

Sincerely,

Dawn Nuoffer, Executive Director



Southeastern Wisconsin

Down Syndrome Awareness Walk 2021

Sponsorship Opportunities

Proceeds benefit the life-changing programs and services of the Down Syndrome Association of Wisconsin

| Sponsor Benefits | Platinum \$15,000 | Gold \$10,000 | Diamond \$5,000 | Silver \$2,500 | Bronze \$1,000 | Fact Sign \$500 |
|---|----------------------|------------------|--------------------|-------------------|-------------------|--------------------|
| Naming rights to the Walk | ✓ | | | | | |
| Future VIP reception with DSAW leadership | ✓ | | | | | |
| Logo featured in Walk's Snapchat geo-filter | ✓ | | | | | |
| Company logo placed on all pre-event materials | ✓ | ✓ | | | | |
| Company representative to speak during opening ceremonies | ✓ | ✓ | | | | |
| Logo featured on digital month-long billboard in Milwaukee | ✓ | ✓ | | | | |
| Prominent feature in event press release | ✓ | ✓ | ✓ | | | |
| Recognition in all media opportunities | ✓ | ✓ | ✓ | | | |
| Company logo and vocal mention in opening ceremonies | ✓ | ✓ | ✓ | | | |
| Company sign at opening ceremonies | ✓ | ✓ | ✓ | | | |
| Company sign at registration | ✓ | ✓ | ✓ | ✓ | | |
| Sponsored event e-blasts with logo featured on top | 6 | 4 | 2 | 1 | | |
| Sponsored blog post opportunity | ✓ | ✓ | ✓ | ✓ | | |
| Sponsor individual(s) with DS as they walk the "21" Showcase red carpet | 5+ | 3 | 2 | 1 | | |
| Complimentary promotional booth | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Company sign displayed on Walk grounds | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Social media posts highlighting your company | 10 | 8 | 6 | 4 | 2 | |
| Year-long recognition through press release, Annual Report, newsletters, website and social media | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Company logo with link placed on Walk and DSAW websites | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Company logo featured on back of event t-shirts and in statewide Awareness Walk video | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Sign along the Walk route with a fact about DS and your logo | | | | | | ✓ |

WE NEED YOUR HELP WITH RAFFLE ITEMS TOO!

September 26, 2021

Visit www.DSAW.org/events/zoowalk2021 for the latest details

DSAW, Inc. | 11709 W Cleveland Ave, Suite 2, West Allis, WI 53227 | (414) 327-3729 | www.dsaw.org

Down Syndrome Awareness Walk 2021



dsaw
Down Syndrome
Association of Wisconsin, Inc.
awareness · acceptance · assistance

Sponsorship/Marketing Agreement:

Contact Name _____

Title _____

Organization *(Exactly as you would like it to appear in print)* _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Signature _____ Date _____

My signature indicates authorization to make this commitment on behalf of my company

Marketing Contact Name _____ Email _____

Sponsorship Level:

Platinum Sponsor: \$15,000

Gold Sponsor: \$10,000

Diamond Sponsor: \$5,000

Silver Sponsor: \$2,500

Bronze Sponsor: \$1,000

Fact Sign: \$500

Underwriting of _____

In-Kind of _____

Please accept my donation in the amount of \$ _____

Other Donations:

We also need goods and services for our raffles! Consider donating:

Good/Service: _____ Value: \$ _____

Method of Payment:

Check enclosed *(Please make checks payable to DSAW)*

Visa Mastercard

Card # _____ 3 digit security code _____

Exp Date _____ Zip Code _____

Signature _____ Date _____

DSAW, Inc.

11709 W Cleveland Ave, Suite 2

West Allis, WI 53227

Email: info@dsaw.org Phone: (414) 327-3729 Fax: (414) 327-1329

Marketing Purpose: The purpose of the event is to benefit the Down Syndrome Association of Wisconsin programs and services and to advance its non-profit mission.

DSAW must receive this agreement form before August 31, 2021 in order for your company to receive sponsorship recognition. You may email or mail the form.