



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

**30<sup>th</sup> Anniversary**

**THIS IS ME EXTRA-GALA**

**SATURDAY, MARCH 21, 2020 IN MILWAUKEE, WI**

Dear Friend,

Times are changing. As historically suppressed groups of people find courage in their identities, we see resistance and we see change. We see people standing up for justice and coming together to fight inequity.

For one demographic, however, the global narrative has grown increasingly negative. Many countries, including China and Denmark, are already on the path to a “Down syndrome-free society.” This is a critical moment in history; despite being marginalized and often without a voice, people with Down syndrome also are exceeding expectations in new and amazing ways. Their average life span has more than doubled in the last 30 years, and they’re living independently, working meaningful jobs, starting their own businesses, and contributing to society.

We need your support as we teach the world that ALL people ARE people. We invite you to join us as a premiere sponsor of DSAW’s This is Me Gala on March 21, 2020 in Milwaukee, WI. We are throwing the biggest, baddest party in DSAW history, and we’d be honored for you to be a part of it. This won’t be your typical gala...hundreds of people of all ages are invited, and our Cirque du Soleil themed event will feature live performers, a catwalk of self advocates with Down syndrome showing off their accomplishments, and other breathtaking surprises. We will also unveil our plans for the next decade and recognize global leaders with major awards.

This event will be important not only for Wisconsin, but for the world. In the past two years, DSAW has won 14 global and national awards for what we are doing in Wisconsin to advance the lives of people with Down syndrome. We’ve been recognized by the Down Syndrome Affiliates in Action as a key affiliate in providing services that can be modeled around the country. What we’re doing in Wisconsin has been recognized by the Down syndrome community, and we need you to help us educate the world.

We have big plans for the next decade, and we need your support to make them happen. Please join us on March 21, 2020 as we lay the foundation for a new world for individuals with Down syndrome and other special needs.

Warmly,

Dawn Nuoffer  
Executive Director, DSAW

# EVENT DETAILS

**Saturday, March 21, 2020**

**Italian Community Center**

631 E Chicago St.  
Milwaukee, WI 53202

4:00 PM - Cocktail Reception

5:45 PM - Dinner and Program



## The Need is Great

- Individuals with special needs are twice as likely to live in poverty as compared to those who are typically-developing
- Only 17.5% of individuals with disabilities are employed full- or part-time, far less than the 65% participation rate for other Americans
- People with Down syndrome are the first group of people at serious risk of being eliminated from the population: countries such as China and Denmark already tout “100% Down syndrome-free societies”
- Wisconsin has a 4,000 unit housing crisis with 4,786 individuals on wait lists for adequate residential services in the next 12 months alone



**At this event, DSAW will roll out BIG plans to meet these needs, including:**

- Plans to get people with disabilities into fulfilling, life-changing jobs
- Plans to continue to educate medical professionals to ensure accurate, compassionate, and fair Down syndrome diagnoses
- Plans to create supportive housing units for people with Down syndrome and other special needs in the Milwaukee area and across the state



# SPONSORSHIP OPPORTUNITIES



## **TITLE SPONSOR (\$25,000) - 1 Available**

- 2 tables with Premium VIP tickets for all company attendees (20 seats). Additionally, company sponsors one table for DSAW families and self-advocates with Down syndrome who could not otherwise afford to attend (10 seats)
- Extended cocktail hour with unlimited drinks for all attendees
- Speaking role during program: opportunity to give the opening remarks, welcome the audience, speak to your company's commitment, and introduce the sponsor welcome video
- Opportunity to be featured in program welcome video wishing DSAW a Happy 30th Anniversary and Happy World Down Syndrome Day
- Opportunity to write welcome letter on page 3 of the event program
- Logo on all marketing materials leading up to event, including save the date, invitation, and poster
- Exclusive logo placement on podium at the event
- Logo featured on the event's Snapchat Geo Filter and on the shareable social media graphic leading up to the event
- Logo featured throughout the entire program slide deck
- Logo featured onsite at the event, including on each table
- Logo featured on front of event program as title sponsor
- Logo featured on screens during our self-advocate showcase
- Back page ad in the Gala program
- Multiple acknowledgements from the stage during the event
- Company signage featured at event
- Inclusion in all press engagements
- Logo featured on event website and DSAW social media

## **PRESENTING SPONSOR (\$18,000) - 1 Available**

- 2 tables with Premium VIP tickets for all company attendees (20 seats). If company can't use or doesn't need all 20 seats, company can use seats to sponsor DSAW families and self-advocates with Down syndrome who could not otherwise afford to attend
- Extended cocktail hour with unlimited drinks for all attendees
- Presenting sponsor for awards: company representative to provide remarks introducing the award portion of the program with logo featured on screen
- Speaking role during program: opportunity to introduce an award-winner during the program alongside a self-advocate with Down syndrome
- Opportunity to be featured in program welcome video wishing DSAW a Happy 30th Anniversary and Happy World Down Syndrome Day
- Logo on all marketing materials leading up to event, including save the date, invitation, and poster
- Logo featured onsite at the event, including on each table
- Company logo featured on page 4 of event program as award presentation sponsor
- Full page ad in the program
- Multiple acknowledgements from the stage during the event
- Company signage featured at event
- Inclusion in all press engagements
- Logo featured on event website and DSAW social media

### **DINNER SPONSOR (\$15,000) - 1 Available**

- 1 table of 10 with Premium VIP tickets for all attendees, including extended cocktail hour with unlimited drinks
- Speaking role during program: opportunity to introduce the emcee and give remarks prior to dinner
- Opportunity to be featured in program welcome video wishing DSAW a Happy 30th Anniversary and Happy World Down Syndrome Day
- Promotional postcard folded into all napkins at dinner
- Opportunity to co-create meal names featured on page 4 of event program with your logo
- Recognition of sponsorship by emcee as dinner is being served
- Logo featured on screens during dinner entertainment with live feed of aerial silk artists
- Logo featured onsite at the event, including on each table
- Logo featured on the dinner section of the website and event program
- Half page ad in the program
- Multiple acknowledgements from the stage during the event
- Company signage featured at event
- Logo featured on event website and DSAW social media

### **RECEPTION SPONSOR (\$10,000) - 1 Available**

- 6 Premium VIP tickets, including extended cocktail hour with unlimited drinks
- Speaking role during program: company representative to provide welcome remarks and sponsored champagne toast at the start of the evening program
- Opportunity to be featured in program welcome video wishing DSAW a Happy 30th Anniversary and Happy World Down Syndrome Day
- Logo featured on the drinks section of the website and event materials
- Logo featured on all cocktail napkins, drink tickets, and in the name of a signature event drink
- Company logo featured on page 4 of event program as welcome reception sponsor
- Half page ad in the program
- Company signage featured at event
- Logo featured on event website and DSAW social media

### **MISSION MINUTE SPONSOR (\$10,000) - 1 Available**

- During the mission minute, attendees will raise their bidder numbers during an auction to help support DSAW programs and services. Mission minute sponsor will be introduced as a matching donor, matching gifts up to \$10,000
- Speaking role during program: opportunity to introduce the Mission Minute speaker
- 6 Premium VIP tickets, including extended cocktail hour with unlimited drinks
- Opportunity to be featured in program welcome video wishing DSAW a happy 30th Anniversary and Happy World Down Syndrome Day
- Logo featured on the big screen before and during the Mission Minute
- Half page ad in the program
- Company signage featured at event
- Logo featured on event website and DSAW social media



## **GALLERY 21 SPONSOR (\$5,000) - 1 Available**

*Gallery 21 is a beautiful photography exhibit showcasing our friends with Down syndrome and their lives. Gallery 21 will be the main decorations adorning the space.*

- 4 Premium VIP tickets, including extended cocktail hour with unlimited drinks
- Logo featured in all Gallery 21 signage, and on all name plates and descriptions of gallery photos
- Quarter page ad in the program
- Company Signage featured at event
- Logo featured on event website and DSAW social media

## **AWARD SPONSORS (\$3,000) - 4 Available**

- Opportunity to introduce awardee on stage, and present award alongside an individual with Down syndrome
- Logo and vocal mention of company at the start of awardee video
- Company name listed in the event program and company logo featured on awardee profile page
- Logo featured on event website and DSAW social media

## **PHOTO BOOTH SPONSOR (\$2,500) - 1 Available**

- Logo featured on the bottom of all Photo Booth printouts
- Company name and logo listed in the event program
- Logo featured on event website and DSAW social media

## **DESSERT SPONSOR (\$2,500) - 1 Available**

- Logo prominently featured on dessert table, including in the name of a specialty dessert
- Company name and logo listed in the event program
- Logo featured on event website and DSAW social media

## **SELF-ADVOCATE OR CORPORATE TABLE SPONSORS (\$1,500)**

- Sponsor a table of individuals with Down syndrome and their families who could not otherwise afford to attend OR sponsor a corporate table for your company
- Company name featured on table
- Company name listed in the event program
- Logo featured on event website and DSAW social media

## **INDEPENDENCE SPONSORS (\$1,000)**

- Company name listed in the event program
- Logo featured on event website and DSAW social media

## **DREAM SPONSORS (\$500)**

- Logo featured on event website and DSAW social media

### **CONTACT**

**Rachel Reit**

Marketing & Development Manager

(414) 327-3729 x104

rachel@dsaw.org



# COMMITMENT FORM

Please complete form and email to Rachel Reit: [rachel@dsaw.org](mailto:rachel@dsaw.org),  
or send to DSAW: 11709 W Cleveland Ave, Suite 2, West Allis, WI 53227

## 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:

Title Sponsor: \$25,000

Mission Minute Sponsor: \$10,000

Dessert Sponsor: \$2,500

Presenting Sponsor: \$18,000

Gallery 21 Sponsor: \$5,000

Table Sponsor: \$1,500

Dinner Sponsor: \$15,000

Award Sponsor: \$3,000

Independence Sponsor: \$1,000

Reception Sponsor: \$10,000

Photo Booth Sponsor: \$2,500

Dream Sponsor: \$500

I am unable to sponsor the Gala, but please accept my donation in the amount of \$ \_\_\_\_\_

## OTHER DONATIONS:

We also need goods and services for our vocal auction, wine pull, and gift card tree! Consider donating:

Good/Service: \_\_\_\_\_ Value: \$ \_\_\_\_\_

## METHOD OF PAYMENT:

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

Visa  Mastercard

Card # \_\_\_\_\_ CVV \_\_\_\_\_

Exp Date \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Marketing Purpose:** The purpose of the event is to benefit the Down Syndrome Association of Wisconsin, Inc. programs and services and to advance its non-profit mission.  
*DSAW must receive this agreement form before February 1, 2020 in order for your company to receive sponsorship recognition.*