



Southeastern Wisconsin



Down Syndrome Awareness Walk 2022

September 25, 2022

Sponsorship Opportunities

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

Sponsor Benefits	Headline \$40,000	Platinum \$25,000	Diamond \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Friend \$1,000
Naming rights to the Walk	✓						
Featured mention in radio advertisements	✓						
Logo featured in Walk's Snapchat geo-filter	✓						
Future VIP reception with DSAW leadership	✓	✓					
Logo on event yard signs distributed to registrants	✓	✓					
Logo placed on all pre-event materials	✓	✓	✓				
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	✓	✓	✓	✓	✓		
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	3	3	1	1	
Sponsored blog post opportunity	✓	✓	✓	✓	✓	✓	
Sponsor individual(s) with DS as they walk the "21" Showcase red carpet	15+	10	5	3	2	1	
Complimentary promotional booth	✓	✓	✓	✓	✓	✓	✓
Company sign displayed on Walk grounds	✓	✓	✓	✓	✓	✓	✓
Social media posts highlighting your company	10	8	6	5	4	3	2
Year-long recognition through press release, Annual Report, newsletters, website and social media	✓	✓	✓	✓	✓	✓	✓
Logo with link placed on Walk and DSAW websites	✓	✓	✓	✓	✓	✓	✓
Company logo featured on back of event t-shirts	✓	✓	✓	✓	✓	✓	✓

SPECIAL: SPONSOR A SIGN WITH A DS FACT AT THE WALK FOR ONLY \$500

DSAW loves to hear from our sponsors on any other cross-promotional ideas you might have!