



SPONSORSHIP OPPORTUNITIES



DOWN SYNDROME GUILD
OF DALLAS

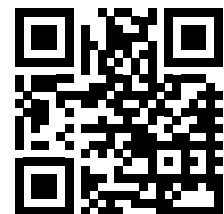


**DALLAS
BUDDYWALK®**

national down syndrome society®

EDUCATE | ADVOCATE | CELEBRATE

OCTOBER 20, 2024



ABOUT THE BUDDY WALK®



WHAT IS THE BUDDY WALK®?

The national Buddy Walk® program was established in 1995 by the National Down Syndrome Society to celebrate Down syndrome awareness. Today, the Buddy Walk® is hosted by local Down syndrome associations in more than 250 cities across the world. These worldwide celebrations collectively raise over \$14 million for local Down syndrome programs, outreach, and support.

The Dallas Buddy Walk® is the signature fundraiser and awareness event for the Down Syndrome Guild of Dallas (DSG) bringing together more than 5,000 individuals with Down syndrome, their family members, and community supporters annually. The event features family-friendly activities, such as inflatables, music, games, face painting, vendor booths, and more for kids and adults alike. The Dallas Buddy Walk® also includes an awareness walk that celebrates all individuals with Down syndrome. Supporters form teams leading up to the Buddy Walk® to assist in raising funds that support vital programs for the North Texas community.

WHEN IS THE 2024 BUDDY WALK®?

Sunday, October 20, 2024
Activities from 11:00 AM - 3:00 PM
Awareness walk at 2:00 PM

WHERE IS THE 2024 BUDDY WALK®?

Toyota FC Dallas Stadium (East Gate)
9200 World Cup Way
Frisco, TX 75033

WHO DOES THE BUDDY WALK® BENEFIT?

Proceeds from the Dallas Buddy Walk® benefit the Down Syndrome Guild of Dallas, a local nonprofit organization dedicated to providing information, resources, and support to people with Down syndrome, their families, and the community.



DOWN SYNDROME GUILD OF DALLAS
1702 N. COLLINS BLVD. SUITE 170 | RICHARDSON, TX 75080
WWW.DOWNSYNDROMEDALLAS.ORG | 214.267.1374 | JENNIFER@DOWNSYNDROMEDALLAS.ORG

ABOUT THE DSG



WHAT IS THE DOWN SYNDROME GUILD OF DALLAS (DSG)?

Established in 1978, the Down Syndrome Guild of Dallas is a local 501(c)(3) nonprofit organization dedicated to providing accurate and current information, resources, and support for people with Down syndrome, their families, and the community.

Our mission is to engage all members of the Down syndrome community—children and adults, parents, and friends—to advocate, educate, and enable the fullest lives possible. With over 250,000 people in the United States living with Down syndrome, the DSG strives to provide tools and opportunities that promote our core values of dignity, positive perception, education, community, and inclusion.

WHO DOES THE DSG SERVE?

The Down Syndrome Guild of Dallas supports over 2,600 individuals with Down syndrome, their families, and community professionals primarily residing in the 13 counties that make up the DFW Metroplex and its surrounding areas.

WHAT PROGRAMS AND SERVICES ARE OFFERED BY THE DSG?

The Down Syndrome Guild of Dallas believes in the inherent dignity of people with Down syndrome of all ages and provides a wide variety of educational and social programs, resources, referral services, and support from diagnosis through adulthood.

HOW IS THE DSG FUNDED?

The Down Syndrome Guild of Dallas is primarily funded by individual donations and generous supporters like you. Over 50% of the Down Syndrome Guild's annual operating budget is raised through the organization's largest fundraiser, the Buddy Walk®. The DSG receives no federal or state funding and relies on individual donations, grants, and corporate partnerships to remain operational.

For additional information about the Down Syndrome Guild of Dallas including a complete list of upcoming social and educational programs, please visit www.downsyndromedallas.org.



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CORPORATE SPONSORSHIP AT A GLANCE

SPONSOR LEVEL	NAMING RIGHTS & STAGE REMARKS	LINKED LOGO & TAGGED SOCIAL MEDIA POSTS	ADDITIONAL EVENT DAY SIGNAGE & AUDIO MENTIONS	EXHIBITOR BOOTH	WEBSITE, SOCIAL MEDIA, EMAIL PROMOTIONS, & EVENT DAY SIGNAGE	RECOGNITION ON T-SHIRTS	REGISTRATIONS
PRESENTING SPONSOR \$25,000	★	★	★	★	★ LOGO	★ LOGO	★ 50
GOLD SPONSOR \$10,000		★	★	★	★ LOGO	★ LOGO	★ 25
SILVER SPONSOR \$5,000			★	★	★ LOGO	★ LOGO	★ 10
BRONZE SPONSOR \$1,000				★	★ LOGO	★ LOGO	★ 5
FRIEND SPONSOR \$500					★ NAME	★ NAME	★ 2

CORPORATE SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$25,000

- **Naming rights** to event, example: Dallas Buddy Walk® presented by “Your Company”
- Recognition as Presenting Sponsor **any time** the Dallas Buddy Walk® logo is displayed
- Prime recognition with **linked logo** on Dallas Buddy Walk® website and **all** electronic promotions, **tagged** social media mentions, **logo** on all event day sponsor signage including big screens
- Prime recognition in event day audio announcements
- Prime **logo** placement on over 3,500 Dallas Buddy Walk® t-shirts
- Prime **exhibitor booth** placement at event to distribute promotional materials and engage audience of 5,000 attendees
- Inclusion in all press releases
- Opportunity for **brief sponsor remarks** from stage on event day
- Opportunity for **logo placement on event photo booth images, team incentive prizes** (as applicable), and **event area signage**
- Up to 50 Dallas Buddy Walk® registrations

GOLD SPONSOR - \$10,000

- Recognition by **linked logo** on Dallas Buddy Walk® website and **all** electronic promotions, **tagged** social media mentions, **logo** on **all** event day sponsor signage including big screens
- Recognition in event day audio announcements
- **Logo** placement on over 3,500 Dallas Buddy Walk® t-shirts
- **Exhibitor booth** at event to distribute promotional materials and engage audience of 5,000 attendees
- Opportunity for **logo placement on team incentive prizes** (as applicable) and **select event area signage** like “children’s zone”
- Up to 25 Dallas Buddy Walk® registrations

SILVER SPONSOR - \$5,000

- Recognition by **logo** on Dallas Buddy Walk® website and electronic promotions, social media mentions, **logo** on event day sponsor signage including big screens
- Recognition in event day audio announcements
- **Logo** placement on over 3,500 Dallas Buddy Walk® t-shirts
- **Exhibitor booth** at event to distribute promotional materials and engage audience of 5,000 attendees
- Opportunity for **logo placement at select event area signage** like “children’s zone”
- Up to 10 Dallas Buddy Walk® registrations

BRONZE SPONSOR - \$1,000

- Recognition by **logo** on Dallas Buddy Walk® website and electronic promotions, social media mentions, **logo** on event day sponsor signage including big screens
- **Logo** placement on over 3,500 Dallas Buddy Walk® t-shirts
- **Exhibitor booth** at event to distribute promotional materials and engage audience of 5,000 attendees
- Up to 5 Dallas Buddy Walk® registrations

FRIEND SPONSOR - \$500

- Recognition by name on Dallas Buddy Walk® website, electronic promotions, and event day sponsor signage including big screens
- Name placement on over 3,500 Dallas Buddy Walk® t-shirts
- Up to 2 Dallas Buddy Walk® registrations



