

Down Syndrome Association of Wisconsin

2024 Partnership Opportunities



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



"I absolutely love the zoo walk! I've been coming for the last 5 years and it's such a fun event!" - 2023 Zoo Walk Participant

Our Mission

The Down Syndrome Association of Wisconsin's mission is to provide 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.

Dear Friend of DSAW,

The Down Syndrome Association of Wisconsin (DSAW) is excited to host our biggest and most popular fundraiser, **the 28th Annual Statewide Down Syndrome Awareness Walk at the Milwaukee County Zoo on Sunday, September 22, 2024.** It's an amazing day where family and community members gather together to celebrate our loved ones with Down syndrome and other disabilities!

We invite you to support this event and the mission of DSAW by **donating a raffle/auction item or providing a monetary sponsorship.** With your generosity, we will continue to fund programs and services that will directly benefit families and individuals. **We need your support in making this a truly exceptional event!**

Each year, we welcome nearly **2,500 people** to the "Zoo Walk" which is a party at the Zoo that includes phenomenal raffles, fun family activities, and games. The highlight of the day is the 21 Showcase where individuals with Down syndrome of all ages are celebrated by walking the red carpet. **The event will also receive extensive media coverage.** The impact of your tax-deductible donation will be felt throughout the coming year. Please review the attached sponsorship opportunities. We are also happy to customize a package for you. *DSAW is a 501(c)3 not-for-profit organization with EIN 39-1681338.*

100% of the 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. We invite you to **Think Ability** as you join in our important work.

Thank you for your thoughtful consideration of our request. Please fill out and return the marketing agreement with your contribution. If you have any questions or would like to talk about benefits, please feel free to contact Kathy Miller at (414) 327-3729 x200 or kmiller@dsaw.org.

Sincerely,



Dawn Nuoffer
President/CEO
Down Syndrome Association of Wisconsin

P.S. Please consider attending the Walk as our guest or forming a Walk team with your organization/staff!

DOWN SYNDROME ASSOCIATION OF WISCONSIN

28th annual STATE down Syndrome awareness Walk

Milwaukee Zoo

Sept. 22, 2024



28th Annual Awareness Walk Sponsorships

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 on event yard signs distributed to registrants	✓	✓					
Logo placed on all pre-event materials	✓	✓					
Logo placed in DSAW's Annual Calendar	✓	✓					
Representative to speak during opening ceremonies	✓	✓	✓				
Logo featured on digital month-long billboard in Milwaukee	✓	✓	✓				
Sponsor individual(s) with Ds as they walk the "21" Showcase red carpet	✓	✓	✓				
Optional company banner (supplied by sponsor)	✓	✓	✓				
Sponsored Walk e-blasts with logo on top	✓	✓	✓	✓			
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 blog post opportunity	✓	✓	✓	✓	✓	✓	
Future VIP reception with DSAW leadership	✓	✓	✓	✓	✓	✓	✓
Complimentary promotional booth	✓	✓	✓	✓	✓	✓	✓
Company sign displayed on Walk grounds	✓	✓	✓	✓	✓	✓	✓
Social media posts highlighting your company	✓	✓	✓	✓	✓	✓	✓
Year-long recognition through press release, Annual Report, newsletters, website, social media	✓	✓	✓	✓	✓	✓	✓
Logo with link placed on Walk and DSAW websites	✓	✓	✓	✓	✓	✓	✓
Company logo feature on back of event t-shirts	✓	✓	✓	✓	✓	✓	✓
Company spotlight in monthly DSAW newsletter	✓	✓	✓	✓	✓	✓	✓

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

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

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



Yes! I want to support DSAW–Southeastern in 2024!

Organization _____

Name _____

Contact Person _____ Title _____

Work Phone _____ Mobile Phone _____

Contact for Walk Team or Golf Foursome
(if different than above) _____

Business Street Address _____

City _____ State _____ Zip _____

Email Address _____

Payment Types:

Send Invoice Check Enclosed Process Credit Card (enter details below or call)

Credit Card # _____ Exp. ____/____ Security Code _____

This represents a 2024 commitment to DSAW-South Central in the amount indicated.

Sponsorship Level (e.g. Presenting) _____ Event _____

Sponsorship Level (e.g. Presenting) _____ Event _____

Sponsorship Level (e.g. Presenting) _____ Event _____

I/We give permission to DSAW-Southeastern to use our/my name and logo as a sponsor for the event(s) chosen above for all event materials.

Signature _____ Date _____

Please send completed form and preferred logo to:

DSAW-Southeastern

11709 W. Cleveland Avenue, Suite 2, West Allis, WI 53227

Or email: Kathy Miller at: kmiller@dsaw.org

Questions Call (414) 327-3729, ext. 200

Marketing Purpose: The purpose of the events is to benefit the Down Syndrome Association of Wisconsin-South Central chapter's programs and services and to advance its non-profit mission. DSAW-SC must receive this agreement form before March 1, 2024 (for multi-event packages), June 9, 2024 (for golf packages), or September 1, 2024 (for walk packages) in order for your company to receive full sponsorship recognition.

Thank You For Your Sponsorship!