

23<sup>RD</sup> Annual Statewide  
**Down Syndrome Awareness Walk**  
**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 (including quote)	✓	✓	✓			
Recognition in all media opportunities	✓	✓	✓			
Company sign at opening ceremonies	✓	✓	✓			
Permanent recognition on Donor Wall	✓	✓	✓	✓		
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 the Walk grounds	✓	✓	✓	✓	✓	
Advertisement in Walk program	Back Cover	1 Page	1/2 Page	1/4 Page	1/8 Page	
Social media posts highlighting your company	12	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	✓	✓	✓	✓	✓	
Sign along the Walk route with a fact about DS and your logo						✓

**WE NEED YOUR HELP WITH RAFFLE ITEMS TOO!**



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

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