BUDDY WALK®
CORPORATE SPONSORSHIP OPPORTUNITIES
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 a one-mile awareness walk that celebrates all individuals with Down syndrome. Additionally, supporters form teams leading up the Buddy Walk® to assist in raising funds that support vital programs for the North Texas community.

WHEN IS THE 2021 BUDDY WALK®?
Sunday, October 24, 2021
Activities from 11:00 AM - 3:00 PM
Awareness walk at 2:00 PM

WHERE IS THE 2021 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.
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.

The Down Syndrome Guild of Dallas strongly believes that by providing easy-to-access information, along with compassionate and caring support, the organization can help families and the community gain a better understanding of Down syndrome. With over 250,000 people in the United States living with Down syndrome, the DSG strives to provide tools and opportunities that promote awareness, acceptance, and inclusion in our local communities.

WHO DOES THE DSG SERVE?
The Down Syndrome Guild of Dallas represents over 2,000 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 and a complete listing of upcoming social and educational programs, please visit www.downsyndromedallas.org.

DOWN SYNDROME GUILD OF DALLAS
1702 N. COLLINS BLVD. SUITE 170 | RICHARDSON, TX 75080
WWW.DOWNSYNDROMEDALLAS.ORG | 214.267.1374 | JENNIFER@DOWNSYNDROMEDALLAS.ORG
## CORPORATE SPONSORSHIP AT A GLANCE

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CORPORATE SPONSORSHIP LEVELS

**PRESENTING SPONSOR - $15,000**
- 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 by linked logo on Dallas Buddy Walk® website, all print and electronic promotions, social media mentions, big screens, and all event day sponsor signage
- 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 to publicize partnership in print, radio, and/or television promotions
- Opportunity for brief sponsor remarks from stage on event day
- Opportunity for logo placement on all event photo booth strips, team incentive prizes like yard signs*, and event area signage
- Up to 50 Dallas Buddy Walk® registrations

**GOLD SPONSOR - $5,000**
- Recognition by linked logo on Dallas Buddy Walk® website, all print and electronic promotions, social media mentions, big screens, and event day sponsor signage
- 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 like yard signs*, and select event area signage like “children’s zone”
- Opportunity to publicize partnership in print, radio, and/or television promotions
- Up to 25 Dallas Buddy Walk® registrations

**SILVER SPONSOR - $2,000**
- Recognition by logo on Dallas Buddy Walk® website, print and electronic promotions, social media mentions, big screens, and event day sponsor signage
- 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, print and electronic promotions, social media mentions, big screens, and event day sponsor signage
- 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, print and electronic promotions, big screens, and event day sponsor signage
- Name placement on over 3,500 Dallas Buddy Walk® t-shirts
- Up to 2 Dallas Buddy Walk® registrations
SPONSOR INFORMATION:
SPONSOR NAME (FOR RECOGNITION):____________________________________________________
IN SUPPORT OF TEAM (IF APPLICABLE):_____________________________________________________
CONTACT NAME:________________________________________________________________________
MAILING ADDRESS: ______________________________________________________________________
CITY:________________________________________ STATE: _______________ ZIP:__________________
EMAIL ADDRESS: ___________________________________________ PHONE:_______________________

PAYMENT INFORMATION:
__________ ENCLOSED IS MY CHECK PAYABLE TO “DOWN SYNDROME GUILD”
__________ PLEASE CHARGE MY _____ VISA _____ MASTERCARD _____ DISCOVER _____ AMEX
CARD #:________________________________________ EXP. DATE:_______________CVV2___________
NAME AS IT APPEARS ON CREDIT CARD:___________________________________________________
BILLING ADDRESS: ______________________________________________________________________
CITY:________________________________________ STATE: _______________ ZIP:__________________
SIGNATURE:__________________________________________________ DATE:______________________

BUDDY WALK® COMMITMENT LEVEL:
__________ PRESENTING SPONSOR ($15,000)  __________ GOLD SPONSOR  ($5,000)
__________ SILVER SPONSOR ($2,000)   __________ BRONZE SPONSOR ($1,000)
__________ FRIEND SPONSOR ($500)
__________ YES, I WILL HAVE AN EXHIBITOR BOOTH AT THE EVENT (MINIMUM $1,000 SPONSORSHIP)
PLEASE PROVIDE ME __________ TABLES, __________ CHAIRS, AND __________ ELECTRICAL OUTLETS.

Please note that tents may be requested for an additional fee; however, exhibitors are encouraged to
bring their own branded pop up tents/canopies and weights to secure their booth. Tables, chairs, and
electricity are included with your sponsorship fees.

Sponsorship commitment forms and logos must be received no later than Tuesday, September 28,
2021, to be included on printed materials and commemorative event t-shirts. Inclusion on team prizes
like yard signs may be subject to shorter deadlines. For additional information, please contact Jennifer
Ford at 214.267.1374 or jennifer@downsyndromedallas.org.