



## 2018 San Diego Buddy Walk® | October 28 | 12:00 – 4:00 pm

Dear Prospective Buddy Walk Sponsor:

I would like to introduce you to the **2018 San Diego Buddy Walk®** and kindly request that you consider sponsoring this year's event. The goal is to raise money to support vital programs and services for people with Down syndrome, and promote awareness. We need support from local businesses and the community in order to ensure a successful event and a positive outcome.

The Buddy Walk is approximately a one-mile advocacy walk in which anyone can participate. We enthusiastically invite the community to participate in the festivities, *which will include Food and Beverages, Crafts, Inflatables, DJ and Dancing, and a Resource Fair.* The Buddy Walk will take place Sunday, October 28, 2018 at De Anza Cove, Mission Bay Park. Enjoy the day with friends and family, and support a worthwhile cause.

The Buddy Walk, a nationwide event, was initiated in 1995 by the National Down Syndrome Society. The purpose is to promote awareness and acceptance of people with Down syndrome, while dispelling myths and negative stereotypes. Funds raised will support local programs, which provide services to both individuals with Down syndrome and their families, ultimately improving the quality of life by promoting inclusion and independence, *The Down Syndrome Association of San Diego is a TAX DEDUCTIBLE (EIN no. 33-0220955), non-profit organization.*

Down syndrome is a genetic condition, which affects physical, cognitive and language development. Approximately 1 in every 800 babies born is diagnosed with Down syndrome. You can help people with Down syndrome to realize their full potential and dreams by supporting the Buddy Walk.

DSA relies on the generosity of community business to support this event, as well as, programs and services offered to families. All Buddy Walk sponsors will be recognized on publicity materials and DSA website: [dsasonline.org](http://dsasonline.org).

Please take a moment to consider our request. I look forward to a favorable response. You may contact Joyce Clark at (619) 594-7408 if you have questions or would like to discuss how we can work together. Please join us in this community celebration and recognition of people with Down syndrome and their many accomplishments. We hope that you will consider our request and support our efforts.

Sincerely

Amy Baker, President

# Buddy Walk® Sponsor Opportunities Benefits

Sponsor Benefits	Presenting \$15,000	Supporting \$10,000	Platinum Patron \$7,500	Gold Patron \$5,000	Silver Patron \$2,500	Bronze Patron \$1000
<b>Corporate Advertising &amp; Promotional Materials</b>						
Sponsor identification will appear in all print advertising for the Buddy Walk program.	★	★	★	★	★	★
Sponsor will receive corporate recognition on all Buddy Walk promotional materials.	★	★	★	★	★	★
Sponsor will be included in pre-event publicity.	★	★	★	★	★	★
Sponsor identification on Buddy Walk t-shirts.	★	★	★	★	★	★
<b>On-Site Signage &amp; Promotional Materials</b>						
Sponsor recognition will appear on Buddy Walk sponsor signs. In addition, sponsor- provided signage may be displayed.	★	★	★	★	★	
Recognition on our Buddy Walk Web site. The sponsor will be recognized on our home page, with brief editorial copy and hyperlink to the sponsor's own Web site.	★	★	★	★	★	
Sponsor-provided promotional materials will be distributed to participants at the event.	★	★	★	★	★	
Sponsor will be recognized from the podium and any sponsor representatives will be introduced at the event.	★	★	★	★		
Sponsor will be presented with a Buddy Walk Star Award.	★	★				

**Become a Sponsor and Make a Difference  
Together for Down Syndrome!**



**A Buddy Walk® Sponsor** provides the opportunity to support vital medical and developmental research, education and inclusion programs that will benefit all people with Down syndrome.

*The Down Syndrome Association of San Diego is a non-profit 501C-3 corporation (EIN No. 33-0220955). All donations are tax-deductible to the maximum extent of the law.*