



**Down Syndrome Association Of Southern Maryland
Buddy Walk Corporate Sponsorship Packets
Charles County Parks and Recreation –
Gilbert Run Park
Sunday, October 2, 2016
12:00 – 4:00PM**



Introduction

What is Down syndrome?

Down syndrome is a genetic condition that occurs in approximately one of every 800 to 1,000 live births. It affects people of all ages, races and economic levels and is the most frequently occurring chromosomal abnormality. It occurs when three, rather than two, number 21 chromosomes are present in each cell of the body. Instead of the usual 46 chromosomes, a person with Down syndrome has 47. It is this additional genetic material that alters the course of development and causes the characteristics associated with the syndrome. Down syndrome affects over 350,000 people in the United States alone. Recent advances in our understanding of Down syndrome have resulted in dramatic improvements in the life span and potential of those who are affected.

What is Down Syndrome Association of Southern Maryland (DSASMD)?

DSASMD represents a group of parents and professionals in Southern Maryland who share a vision for persons with Down syndrome. The non-profit group has been organized in order to:

1. Serve as an educational resource for the general public about Down syndrome.
2. Provide a clearinghouse of information for families of those individuals with Down syndrome.
3. Provide active social support for the families of those individuals with Down syndrome.
4. Increase awareness and understanding of the physical, mental and emotional aspects of Down syndrome, and to expand the public's conception of the capabilities and social value of individuals with this condition.
5. Implement academic curricula to aid students with Down syndrome, and to provide need-based scholarships to students with Down syndrome.
6. Encourage a public interest in and financial contributions to the study of Down syndrome, and to encourage advocacy for this condition.
7. Provide need-based financial assistance for individuals with Down syndrome and their families.
8. Provide, or assist in providing, medical equipment to individuals with Down syndrome who are unable to afford such equipment.
9. Provide financial assistance for individuals with Down syndrome, their families, or other persons who wish to serve as advocates, who wish to attend a camp for individuals with Down syndrome or wish to attend a regional or national conference of the National Down Syndrome Society or National Down Syndrome Congress.

What is the National Down Syndrome Society?

The National Down Syndrome Society (NDSS) works to increase public awareness about Down syndrome, to assist families in addressing the needs of children born with this genetic condition, and to sponsor and encourage research. The NDSS works with more than 130 affiliate groups to dispel the myths associated with Down syndrome, while helping people with Down syndrome achieve their full potential in community life. NDSS develops and disseminates timely and informative materials, encourages the activities of local parent support groups, sponsors regional and national conferences and scientific symposia and undertakes major advocacy efforts—all to increase awareness and acceptance of people with Down syndrome. The National Down Syndrome Society is the leading source of private funds for research into the cause of and treatment for Down syndrome. In 1997, NDSS formed a partnership with the National Institute of Child Health and Human Development and the National Institute of Neurological Disorders and Stroke, branches of the National Institutes of Health. This \$3.9 million partnership funds new research in Down syndrome-specific cognition and behavior. In addition, NDSS offers a Science Scholar Award program that each year awards research grants to promising post-doctoral scientists who have demonstrated extraordinary skill and achievement in seeking a better understanding of Down syndrome.

Background on the Buddy Walk

The Buddy Walk was developed in 1995 to bring together a wide range of concerned individuals to reach out to friends, family and co-workers in order to promote awareness and inclusion for people with Down syndrome and to raise money for research and education programs. The Buddy Walk is a one-mile walk in which anyone can participate without special training. The walk has grown from 17 walks in 1995 to more than 250 in recent years with more than 1,200,000 participants nationally and around the world. We anticipate that the number of Buddy Walks will increase significantly over the years. The goal of the Buddy Walk is to promote understanding and acceptance of people with Down syndrome while also fundraising for local programs and services as well as national advocacy initiatives.

The Buddy Walk At A Glance

What: A major multi-site walking event.

Why: To raise funds to support local and national programs and to advocate for people with Down syndrome. In 2014 the Buddy Walk had another record breaking year with more than 315,000 participants raising nearly \$13 million dollars in more than 250 events across the country and around the world. - See more at: <http://www.ndss.org/Buddy-Walk/About-the-National-Buddy-Walk-Program/History/#sthash.XpmmWMmU.dpuf>

How: Through corporate sponsorships, participant registrations and pledges collected by walkers.

When: Traditionally Buddy Walks have been held during October, which is National Down syndrome Awareness Month.

Audience: More than 300,000 participants nationally and abroad including children, young adults and adults with Down syndrome, family members, friends, healthcare professionals, corporate teams and members of the community.

This Year's Event

The 2016 Southern Maryland Buddy Walk will take place on Sunday October 2nd at Gilbert Run Park in the Brookside Pavilion from 12:00 – 4:00pm.

After completing the one-mile walk along the interior perimeter of the park, come back to the pavilion to enjoy live entertainment, the playground and other goodies. A portion of proceeds from the registration fee will be donated to the event.

If you have Questions please contact one of our representatives below:

Tony Zanfordino	president@DSASMD.org	703-307-5562 (cell)
Colleen Morrill	cmorrill@DSASMD.org	301-752-0879 (cell)
Virginia Cusick	vcusick@DSASMD.org	301-717-6785 (cell)

Sponsorship

A Buddy Walk corporate sponsor provides financial support for vital medical and developmental research, education and inclusion programs that will benefit all people with Down syndrome.

Sponsorship benefits:

Corporate sponsors of the Buddy Walk receive recognition in the event's advertising campaign, promotional and fundraising materials as well as on participant apparel, onsite signage and Website recognition.

Platinum:	\$750
Gold:	\$500
Silver:	\$250
Bronze:	\$100

DSASMD will also be collecting In-Kind donations (please see page 8)

Platinum Sponsor: \$750

A gift at this level provides:

Corporate Advertising and Promotional Materials:

- Sponsor identification will appear in all print advertising for the Buddy Walk.
- Corporate recognition on all Buddy Walk promotional materials, media, and event materials.
- Pre-event publicity
- Prominent sponsor identification on all tee-shirts

On Site Signage and Recognition

- Sponsor recognition will appear prominently on Buddy Walk sponsor signs. In addition, sponsor provided signage could be displayed.
- Sponsors will be recognized from the podium and any sponsor representatives will be introduced at the event.
- Sponsor recognition on the DSASMD Website.
- Sponsor provided promotional materials will be distributed to event participants.

Terms

Contribution is \$750 or more to benefit national and local education, research and advocacy programs. Payable in cash or by check designated to DSASMD Please complete the information below and include this form with your check.

Company Name: _____

Contact Person: _____

Phone: _____ E-mail: _____

Mail checks to: DSASMD P.O. Box 455 Hughesville, MD 20637

Visit us on the Web at www.DSASMD.org or find out more about the Buddy Walk at www.Buddywalk.org. Thank you for your contribution.

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Down Syndrome Association of Southern Maryland is a 501 (c) 3 non-profit charitable organization.

Gold Sponsor: \$500

A gift at this level provides:

Corporate Advertising and Promotional Materials:

- Sponsor identification will appear in all print advertising for the Buddy Walk.
- Corporate recognition on all Buddy Walk event materials
- Sponsor identification on all tee-shirts

On-Site Signage and Recognition

- Sponsor recognition will appear on Buddy Walk sponsor signs.
- Sponsor recognition from the podium.
- Sponsor recognition on DSASMD Website
- Sponsor-provided promotional materials will be distributed to event participants.

Terms

Contribution is \$500 or more to benefit national and local education, research and advocacy programs. Payable in cash or by check designated to DSASMD
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Company Name: _____

Contact Person: _____

Phone: _____ E-mail: _____

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Down Syndrome Association of Southern Maryland is a 501 (c) 3 non-profit charitable organization.

Silver Sponsor: \$250

A gift at this level provides:

Corporate Advertising and Promotional Materials:

- Sponsor identification will appear in print advertising for the Buddy Walk

On-Site Signage and Recognition

- Sponsor recognition will appear on Buddy Walk sponsor signs.
- Sponsor recognition from the podium.
- Sponsor recognition on DSASMD Website
- Sponsor-provided promotional materials will be distributed to event participants.

Terms

Contribution is \$250 or more to benefit national and local education, research and advocacy programs. Payable in cash or by check designated to DSASMD
Please complete the information below and include this form with your check.

Company Name: _____

Contact Person: _____

Phone: _____ E-mail: _____

Mail checks to: DSASMD P.O. Box 455 Hughesville, MD 20637

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Bronze Sponsor: \$100

A gift at this level provides:

On-Site Signage and Recognition:

- Sponsor recognition from the podium
- Sponsor provided materials will be distributed to event participants.

Terms

Contribution is \$100 or more to benefit national and local education, research and advocacy programs. Payable in cash or by check designated to DSASMD
Please complete the information below and include this form with your check.

Company Name: _____

Contact Person: _____

Phone: _____ E-mail: _____

Mail checks to: DSASMD P.O. Box 455 Hughesville, MD 20637

Visit us on the Web at www.DSASMD.org or find out more about the Buddy Walk at www.Buddywalk.org. Thank you for your contribution.

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In-Kind Donations

GET INVOLVED...BE INSPIRED!

Down Syndrome Association of Southern Maryland

If you are unable to support us through a monetary
Donation, would you consider providing any of the
Following items?

_____cases of small water bottles

_____bags of ice

_____helium balloons

_____Gift Certificates for door prizes

_____Coupons for Participant “goody bags”

_____Freebies for Participant “goody bags”

With any donation made, feel free to include business
cards or company flyers advertising your business. It
will be included in the participants “goody bags”.

Thank You for your support!

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