

CORPORATE SPONSORSHIP PROPOSAL



Presents the 2011
Chattanooga Down Syndrome Society
Buddy Walk®



At the Riverview Park
1000 Barton Ave
Chattanooga, TN 37405

Saturday
October 8, 2011
11am-2pm

Introduction

What is Down syndrome?

Down syndrome is the most commonly occurring chromosomal condition. One in every 691 babies is born with Down syndrome. 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. There are more than 400,000 people living with Down syndrome in the United States. Recent advances in our understanding of Down syndrome have resulted in dramatic improvements in the life span and potential of those who are affected.

Who is CDSS?

Chattanooga Down Syndrome Society represents a group of parents and professionals in Chattanooga 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 was founded in 1979 by Elizabeth Goodwin and Arden Moulton, following the birth of Elizabeth's daughter Carson, who has Down syndrome. The NDSS envisions a world in which all people with Down syndrome have the opportunity to enhance their quality of life, realize their life aspirations, and become valued members of welcoming communities. It is the mission of the NDSS to be the national advocate for the value, acceptance and inclusion of people with Down syndrome. The National Down Syndrome Society has over 350 affiliate groups across the country. These affiliates are local parent support groups and other organizations that work on behalf of people with Down syndrome and their families. NDSS is one of the largest non-government supporters of Down syndrome research in the United States. Since its inception, the Society has provided millions of dollars towards advancing knowledge and research about Down syndrome, supporting the work of more than 45 scientists. The NDSS staff is comprised of 15 full-time professionals and a three-person policy team that directs legislative advocacy efforts. NDSS is governed by a 17-member board of directors comprised of self-advocates, affiliates, parents, professionals and community members from across the country. NDSS also benefits from the expertise of several advisory boards, including:

- Affiliate Advisory Board
- Clinical Advisory Board
- National Advisory Board
- Science Advisory Board
- Self-Advocate Advisory Board

National Down Syndrome Society activities include:

- Shaping and advocating for improved public policy, increased public resources and services for people with Down syndrome.
 - Working in partnership with our affiliates and other support organizations.
 - Improving educational opportunities for individuals with Down syndrome.
 - Advancing basic, clinical and applied research.
 - Implementing a national public awareness strategy.
- NDSS is a 501(c)(3) non-profit organization that raises funds from individuals, corporations, foundations and special events.

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, advocacy, and education programs through personal donations and corporate sponsorships.

The Buddy Walk is a major multi-site one-mile walking event in which anyone can participate without special training. It usually takes place during the month of October, which is National Down Syndrome Awareness Month.

The Buddy Walk has grown from 17 walks in 1995 to nearly 300 walks planned for 2011 worldwide. In 2010, more than \$11.2 million was raised nationwide to benefit local programs and services, as well as the national advocacy and public awareness initiatives of NDSS that benefit all individuals with Down syndrome. Since the Buddy Walk was created in 1995, more than **3,000,000 people** have participated in a Buddy Walk worldwide. The goal of the Buddy Walk is to promote understanding and acceptance of people with Down syndrome.

Chattanooga Down Syndrome Society's 2011 Buddy Walk Event will begin at 11:00

am at the Riverview Park in North Chattanooga on Sunday Oct. 8, 2011. Supporters will walk the perimeter of the park before kicking back to enjoy the food provided by Mr. T's Pizza and activities.

Sponsorship Levels

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.

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
**Registration and logo must be received by September 9th to be included on t-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 CDSS 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 Chattanooga Down Syndrome Society. Please complete the information below and include this form with your check.

Company Name: _____

Contact Person: _____

Phone: _____ E-mail: _____

Please complete this form and mail it with a check for \$750 to:
c/o CDSS 813 Federal Street Chattanooga, TN 37405. Visit us on the Web at www.chattanoogadownsyndrome.org or find out more about the Buddy Walk at Buddywalk.org. Thank you for your contribution.

Chattanooga Down Syndrome Society 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
**Registration and logo must be received by September 9th to be included on t-shirts.*

On-Site Signage and Recognition

- Sponsor recognition will appear on Buddy Walk sponsor signs.
- Sponsor recognition from the podium.
- Sponsor recognition on CDSS 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 Chattanooga Down Syndrome Society. Please complete the information below and include this form with your check.

Company Name: _____

Contact Person: _____

Phone: _____ E-mail: _____

Please complete this form and mail it with a check for \$500 to:
c/o CDSS 813 Federal Street Chattanooga, TN 37405. Visit us on the Web at
www.chattanoogadownsyndrome.org or find out more about the Buddy Walk at
Buddywalk.org. Thank you for your contribution.

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 CDSS 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 Chattanooga Down Syndrome Society. Please complete the information below and include this form with your check.

Company Name: _____

Contact Person: _____

Phone: _____ E-mail: _____

Please complete this form and mail it with a check for \$250 to:
c/o CDSS 813 Federal Street Chattanooga, TN 37405. Visit us on the Web at
www.chattanoogadownsyndrome.org or find out more about the Buddy Walk at
Buddywalk.org. Thank you for your contribution.

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 Chattanooga Down Syndrome Society. Please complete the information below and include this form with your check.

Company Name: _____

Contact Person: _____

Phone: _____ E-mail: _____

Please complete this form and mail it with a check for \$100 to: c/o CDSS
813 Federal Street Chattanooga, TN 37405. Visit us on the Web at
www.chattanoogadownsyndrome.org or find out more about the Buddy Walk at
Buddywalk.org. Thank you for your contribution.