



DSA W M
Down Syndrome Association of West Michigan



2019

Sponsorship

Opportunities

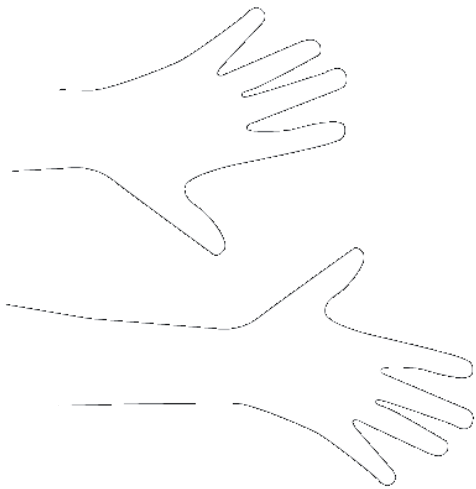
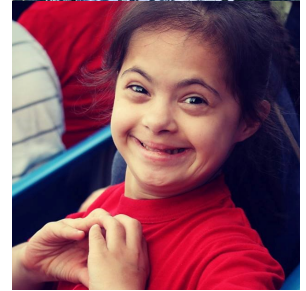
*Front and back cover photography credit: Sheena Vogel Photography.
Members are wearing shirts designed by Littlest Warrior Apparel Company.*



DSAWM

Down Syndrome Association of West Michigan

The Down Syndrome Association of West Michigan (DSAWM) advocates for and provides services and programming through all stages of life to individuals with Down syndrome and their families. We are committed to creating communities that embrace Down syndrome, empower individuals, and promote opportunities for meaningful lives.



Our Mission and Values

The mission of the Association is to be a resource and advocacy organization promoting public awareness and supporting lifelong opportunities for individuals with Down syndrome and their families.

We achieve our mission through...

Empowerment – We provide resources, opportunities, and knowledge in order to empower our members to realize their potential in life.

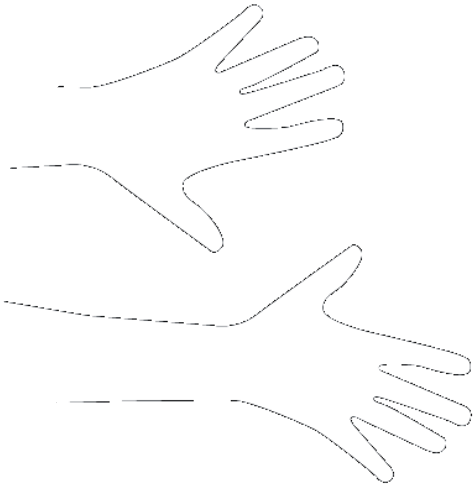
Service – We communicate with, and on behalf of, our members to provide resources and information based on individual needs.

Healthy Lifestyle – We promote healthy life choices and lifelong learning.

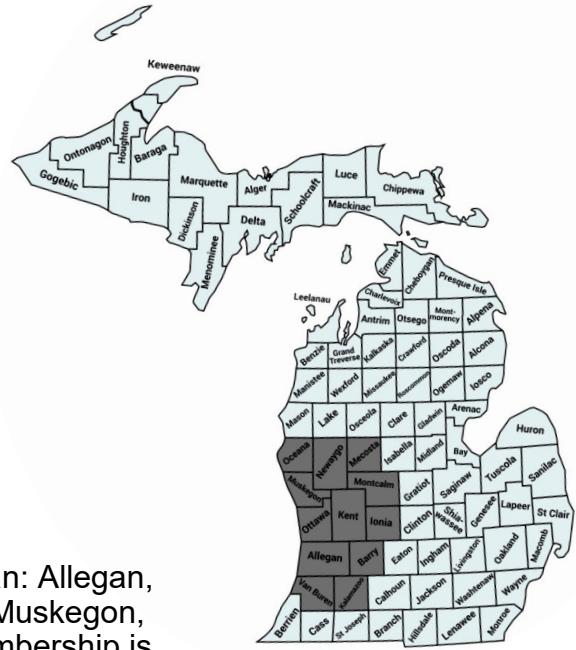
Inclusion – We strive to treat all people fairly and look for ways to connect our members with the community-at-large.

Continuous Improvement – We recognize that as times change, so do the needs of our members. We never stop asking, “How can we be better?”

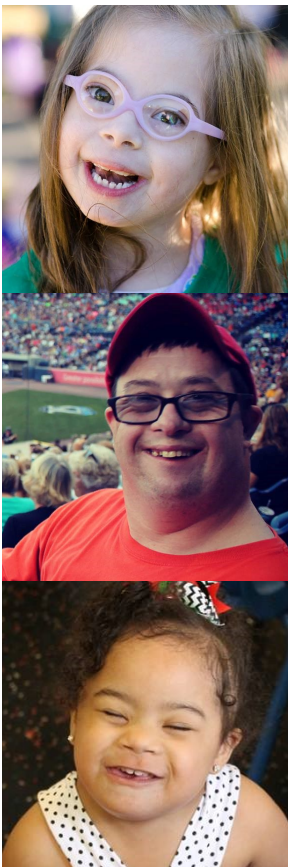




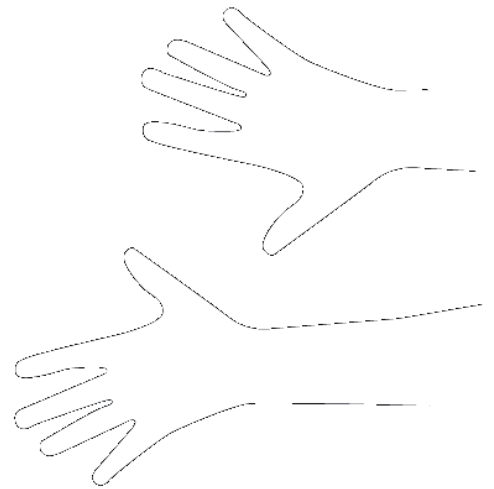
Who We Serve



The DSAWM serves twelve counties in West Michigan: Allegan, Barry, Ionia, Kalamazoo, Kent, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Ottawa, and Van Buren. Our membership is comprised of over 850 individuals with Down syndrome and their families. We also service community partners, including medical professionals, educators, therapists, and disability organizations. Anyone who wishes to join the Association may become a member; however, only those living in the aforementioned counties receive full access to DSAWM programs and services.



Why Support DSAWM



DSAWM does a lot with a little. Nearly 100% of our budget comes from donors like YOU. When you give, your contributions directly fund the many programs and services that we offer our members. Most importantly, your support allows us to continue providing programs and services free of charge to members, making our work accessible to all. As our membership grows year after year we are reliant upon your generosity to ensure that the West Michigan Down syndrome community is given every opportunity to prosper.





**2019 Sponsorship
Opportunities**



**World Down
Syndrome Day**

World Down Syndrome Day is celebrated annually on March 21st, 3/21, in honor of the third copy of the 21st chromosome. On this day, individuals with Down syndrome and advocates across the world raise public awareness and advocate for the rights, inclusion, and well-being of those with Down syndrome. As a sponsor of DSAWM's World Down Syndrome Day events, you will receive recognition in promotional materials, the DSAWM website, social media, and Annual Report.



Sponsor the
Capitol Visit: \$500

On World Down Syndrome Day, DSAWM joins other Down syndrome support organizations, families, and advocates from around the state in reaching out to state officials at the Michigan State Capitol in Lansing and communicating the importance of the Down syndrome community.

- Your sponsorship underwrites transportation and dining costs for the day.

Sponsor the
Rock Your Socks Dance: \$1,500



DSAWM celebrates World Down Syndrome Day by throwing a party for our favorite friends rocking an extra chromosome. The Rock Your Socks Dance is open to all DSAWM members, their family, friends, and the community.

- Your sponsorship underwrites room rental fees, costs for refreshments, decorations, and entertainment.

Winners Cup



In 2004, the Winners Cup Benefit was created to raise funding for the West Michigan Down syndrome community. Proceeds from the annual Kentucky Derby party and auction benefit the Down Syndrome Association of West Michigan Foundation, which helps to fund the vital supports, programs, and services provided by the DSAWM. The Benefit consistently raises significant dollars and the DSAWM Foundation now has over \$1.2 million. The 2019 Winners Cup Benefit will be Saturday, May 4th at Kent Country Club.

Sponsor at one of the following levels:

Title Sponsor: \$10,000

- *Logo in all communications and event signage with "Presented by" acknowledgement*
- *Reserved table for 10 guests (includes dinner, open bar, and live entertainment)*
- *Sign at event entrance and announced at event*
- *Underwriter recognition in event program & DSAWM social media and Annual Report*
- *Full-page advertisement in event program*

Win Sponsor: \$5,000

- *Reserved table for 8 guests (includes dinner, open bar, and live entertainment)*
- *Sign at event entrance and announced at event*
- *Underwriter recognition in event program & DSAWM social media and Annual Report*
- *3/4 page advertisement in event program*



Place Sponsor: \$3,000

- *Reserved table for 6 guests (includes dinner, open bar, and live entertainment)*
- *Sign at event entrance and announced at event*
- *Recognition in DSAWM social media and Annual Report*
- *1/2 page advertisement in event program*

Show Sponsor: \$1,500

- *Reserved table for 4 guests (includes dinner, open bar, and live entertainment)*
- *Sign at event entrance and announced at event*
- *Recognition in DSAWM social media and Annual Report*
- *1/4 page advertisement in event program*

Friend Sponsor: less than \$1,500

- *Recognition in event program & DSAWM social media*



Step Up For Down Syndrome

Step Up For Down Syndrome is DSAWM's annual fundraiser and Michigan's largest Down syndrome awareness event. This family-friendly celebration is open to all children and adults with Down syndrome, their families, friends, and thousands of local supporters. The next Step Up For Down Syndrome event will held in the Fall of 2019.

Sponsor at one of the following levels:

Title Sponsor: \$10,000

- *Logo on all communications with "Presented by" acknowledgement*
- *8 event registrations*
- *4 event signs and announced at event*
- *Listing on event shirt*
- *DSAWM website, social media, and Annual Report recognition*

Silver Sponsor: \$1,000

- *4 event registrations*
- *2 event signs and announced at event*
- *DSAWM website, social media, and Annual Report recognition*

Bronze Sponsor: \$500

- *1 event sign and announced at event*
- *DSAWM website, social media, and Annual Report recognition*

Gold Sponsor: \$2,500

- *6 event registrations*
- *4 event signs and announced at event*
- *Listing on event shirt*
- *DSAWM website, social media, and Annual Report*





Annual Family Events



Events like Friends Just Like Me, the Member Summer Picnic, Oh, Baby!, and the Member Holiday Party give members, their families, and friends an opportunity to connect and celebrate the Down syndrome community. As an event sponsor, you will receive recognition in promotional materials, the DSAWM website, social media, and Annual Report.

Sponsor

Friends Just Like Me: \$1,000

Families experiencing Down syndrome are invited to the Grand Rapids Children's Museum each spring for a private event to meet other families on the same journey.

- Your sponsorship underwrites costs for food and



Sponsor the

Member Summer Picnic: \$2,500

Each summer, DSAWM families gather at Tunnel Park in Holland for a day of friends, food, and fun in the sun at the Member Summer Picnic.

- Your sponsorship underwrites venue rental fees and costs for equipment, games, and food and refreshments.

Sponsor

Oh, Baby!: \$500

Oh, Baby! is a family baby shower for parents and siblings welcoming a new addition with Down syndrome to their families.

- Your sponsorship underwrites costs for food and refreshments, activities, and family gifts.

Sponsor the

Member Holiday Party: \$5,000



In December, DSAWM families gather to visit with Santa and reconnect with friends at the Member Holiday Party.

- Your sponsorship underwrites venue rental fees and costs for food and refreshments, activities, and entertainment.



**Programming:
Early Stages &
School Age**



DSAWM programs and services are designed to address barriers and support opportunities for people with Down syndrome and their families. Early Stages programming supports families from diagnosis through the early developmental years, while School Age programming is designed to supplement educational services. As a sponsor, you will receive recognition in promotional materials, the DSAWM website, social media, and Annual Report.



Sponsor

Baby Sign Language: \$700

Baby Sign Language teaches infants and toddlers simple signs from American Sign Language that they can use to start communicating with others.

- Your sponsorship underwrites instructor fees and material costs for the full year.

Sponsor

Adaptive Water Ski Clinic: \$700

In partnership with Kentwood Parks and Recreation, the Adaptive Water Ski Clinic provides children and teens with Down syndrome the opportunity to learn sitting and standing water skiing techniques in a safe and fun environment.

- Your sponsorship underwrites instructor fees and costs for equipment and food for the clinic.



Sponsor

Buddy Up Tennis: \$5,000

Buddy Up Tennis teaches children and teens with Down syndrome the game of tennis while supporting healthy activity and motor function.

- Your sponsorship underwrites coaching and court rental fees and equipment and material costs for the full year.





Programming: Teens & Adults



Teen and Adult programming supports the transition to adulthood and beyond. As a sponsor, you will receive recognition in promotional materials, the DSAWM website, social media, and Annual Report.

Sponsor

Book Club: \$300

Teens and adults meet to discuss books selected by Next Chapter Book Club. Book Club is open to all reading levels, including non-readers.

- Your sponsorship underwrites material costs for the club, when incurred.



Sponsor

Skill Building Series: \$1,200

OT students and professionals lead our Skill Building Series which teaches teens and adults skills such as grocery shopping, resume preparation, public speaking, and navigating the city.

- Your sponsorship underwrites instructor and room rental fees and costs for admittance and snacks for the series.

Sponsor

Cooking Capers: \$1,500

Teens and adults learn culinary terminology, cooking methods, measurements, and kitchen safety while crafting a delicious and healthy meal.

- Your sponsorship underwrites grocery costs and kitchen rental fees for the full year.

Sponsor

Rapid Runners: \$1,500

In this summer running program, teens and adults train for a 5K race by following individualized training plans based on the Couch to 5K program.

- Your sponsorship underwrites coaching fees, t-shirt costs, and 5k registrations for the program.

Sponsor

Shape Up: \$3,000

Shape Up is a weekly health and fitness program consisting of nutrition instruction and aerobic exercise.

- Your sponsorship underwrites instructor and room rental fees, equipment, and award costs for the full year.





Parent Support

Parent Support programs and services are designed to assist parents on the unique journey of raising a child with Down syndrome. As a sponsor, you will receive recognition in promotional materials, the DSAWM website, social media, and Annual Report.

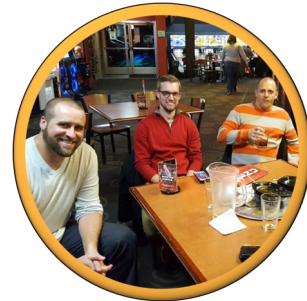


Sponsor

Moms' Night Out / Dads' Night Out: \$1,000

At Night Out gatherings, parents raising children with Down syndrome meet at local restaurants to share experiences and support.

- Your sponsorship underwrites dining costs for first time participants for the full year.



Sponsor

Member Financial Assistance, \$50 - 1,500

DSAWM Member Financial Assistance is designed to provide financial support to families of persons with Down syndrome who need help with certain Down syndrome-related expenses including adoption, educational support services, medical care, therapy/therapeutic devices, adaptive devices, respite care, and meal vouchers for hospitalizations.

- **At \$50**, your sponsorship underwrites one meal voucher request.
- **At \$500**, your sponsorship underwrites one general assistance request (therapy, adaptive devices, camp participation, etc.).
- **At \$1,500**, your sponsorship underwrites one adoption assistance request.



2019

**Sponsorship
Commitment**



Sponsorship Commitment Form

Please select which event(s) and/or program(s) you would like to sponsor in 2019.

Events

World Down Syndrome Day

Capitol Visit: \$500 \$ _____
 Rock Your Socks Dance: \$1,500 \$ _____

Winners Cup

Title Sponsor: \$10,000 \$ _____
 Win Sponsor: \$5,000 \$ _____
 Place Sponsor: \$3,000 \$ _____
 Show Sponsor: \$1,500 \$ _____
 Friend Sponsor: less than \$1,500 \$ _____

Step Up For Down Syndrome

Title Sponsor: \$10,000 \$ _____
 Gold Sponsor: \$2,500 \$ _____
 Silver Sponsor: \$1,000 \$ _____
 Bronze Sponsor: \$500 \$ _____

Programs

Early Stages & School Age

Baby Sign Language: \$700 \$ _____
 Adaptive Water Ski Clinic: \$700 \$ _____
 Buddy Up Tennis: \$5,000 \$ _____

Teens & Adults

Book Club: \$300 \$ _____
 Skill Building Series: \$1,200 \$ _____
 Cooking Capers: \$1,500 \$ _____
 Rapid Runners: \$1,500 \$ _____
 Shape Up: \$3,000 \$ _____

Parent Support

Moms'/Dads' Night Out: \$1,000 \$ _____
 Member Financial Assistance: \$50-\$1,500 \$ _____

2019 Sponsorship Commitment Total \$ _____

Please complete the back of the form.



Please complete the form below to secure your sponsorship commitment for DSAWM's fundraising events and annual programming. On behalf of our organization and the members whom we serve, thank you for your support!

Sponsor Information

I prefer to be listed anonymously

Company/Organization Name

Please print exactly as you would like the name to appear for recognition purposes.

Contact Name

Mailing Address

City

State

Zip

Phone

Email

Payment Information

\$ **2019 Sponsorship Commitment Total**

My check is enclosed.

Please make checks payable to Down Syndrome Association of West Michigan.

I will pay by credit card. Visa MasterCard Discover American Express

Card Number

Exp. Date

CVV

Name

Billing Address

Signature

Date


DSAWM is a 501(c)3 charitable organization and contributions are fully tax-deductible.

Please return completed form to

DSAWM

233 Fulton St. E, Ste 124

Grand Rapids, MI 49503





Thank you!



DSAWM

Down Syndrome Association of West Michigan

233 Fulton Street E Ste 124, Grand Rapids, MI 49503 | 616.956.3488 | www.dsawm.org