



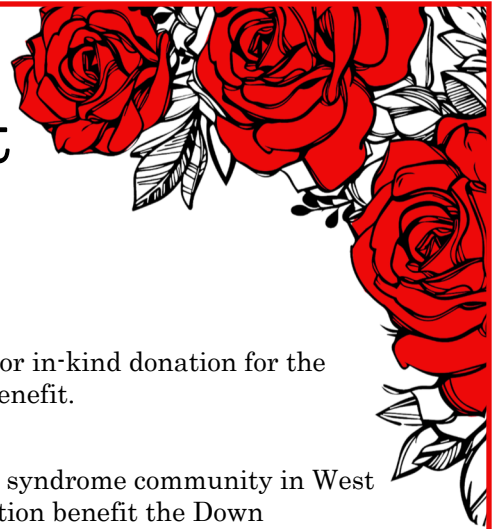
The Down Syndrome Association of West
Michigan Foundation's

Winners Cup Benefit

Saturday, May 2, 2020

Kent Country Club

presented by MILLER
JOHNSON
Attorneys



Greetings! Please accept this letter as our humble request for a sponsorship or in-kind donation for the Down Syndrome Association of West Michigan Foundation's Winners Cup Benefit.

What is the Winners Cup Benefit?

In 2004, the Winners Cup Benefit was created to raise funding for the Down syndrome community in West Michigan. Proceeds from the annual Kentucky Derby party, dinner, and auction benefit the Down Syndrome Association of West Michigan Foundation (DSAWMF). Since its inception, the Benefit has consistently brought in income and resources to raise the value of the Foundation's endowment to over \$1.2 million.

What does DSAWMF do?

DSAWMF was established to ensure the longevity of the Down Syndrome Association of West Michigan (DSAWM) by providing a permanent source of revenue. Since its founding in 1985, DSAWM has advocated for and provided services to individuals with Down syndrome and their families. DSAWM currently offers programming and support to over 300 individuals with Down syndrome across 12 West Michigan counties. The Foundation also provides funding to other nonprofit organizations that serve the local Down syndrome community, including Arts in Motion and the Grand Rapids Civic Theater.

Over the past few years, contributions raised at the Winners Cup Benefit have created the following opportunities for DSAWM members:

- 1 three-year-old girl found her forever home in West Michigan through Member Adoption Assistance.
- 29 children and teens attended iCan Bike Camp at no cost where they learned to ride a bike.
- 35 families received financial support for therapies, adaptive devices, respite, and hospital stays.

What is the benefit of my support?

Your support has a significant impact on both DSAWMF and the community we serve. To show our gratitude, we make every effort to ensure your company receives maximum exposure.

- **At the event:** Over 150 guests, including West Michigan business leaders, philanthropists, and disability advocates, will see your name and logo strategically displayed at the event on exterior and interior signage, a video presentation, the event program, and during dinner announcements.
- **Online marketing:** 3,500 social media followers will see your name and logo featured in posts acknowledging your support. Your name will also be shared on our official event webpage.
- **Post-event recognition:** 1,200 members, donors, and community partners will see your name in our tri-annual DSA Press publication and Annual Report.

Benefits apply to gifts valued at \$500+. Gifts below \$500 will be acknowledged in the event program and social media.

We invite you to attend the event where a cocktail hour and evening reception provide ample time to network with guests from diverse industry backgrounds. Should you choose to sponsor the event, a variety of sponsorship opportunities offer additional benefits including complimentary tickets, reserved seating, and exclusive gifts.

We appreciate your consideration in helping us make a life-changing impact on over 300 families in West Michigan. Please contact us should you have any questions.

Thomas DeVault

Winners Cup Coordinator



233 Fulton St. E, Suite 124 | Grand Rapids, MI 49503

616-956-3488 | www.dsawmfoundation.org

tomdevault@gmail.com

DSAWMF is a tax-exempt nonprofit organization. Our tax ID number is 46-0635003.





The Down Syndrome Association of West Michigan
Foundation's

Winners Cup Benefit

In-Kind Donation/Sponsorship Form



In-Kind Donation

☐ I would like to make an in-kind donation to be used for the event's auction.

Item Donated: _____

Approximate Value of Item: _____

Sponsorship

☐ I would like to sponsor at the chosen level.

☐ **Churchill Downs Sponsor: \$3,000 or \$5,000**

Select to sponsor at the general Churchill Downs level or choose one of the signature sponsorships below.

- ☐ Reserved table for 8 guests (\$7,500 or \$5,000) or 6 guests (\$3,000) (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
- ☐ 1/2 page (\$7,500 or \$5,000) or 1/4 page (\$3,000) advertisement in event program

☐ **Millionaire's Row: \$7,500**

- ☐ Cocktail Hour sponsor, "Cocktail Hour presented by..."
- ☐ Signature drink during Cocktail Hour

☐ **Taste of Derby: \$7,500**

- ☐ Dinner sponsor, "Dinner presented by ..."
- ☐ Selection of dessert for the evening

☒ **Photos with the Filly: \$5,000 CLAIMED**

- ☐ Photography and horse sponsor, "Event photography and photos with the horse presented by..."
- ☐ Recipient of the rose garland

☒ **Run for the Roses: \$5,000 CLAIMED**

- ☐ Floral sponsor, "Centerpieces presented by..."
- ☐ Recipient of a signature floral centerpiece

☐ **My Old Kentucky Home: \$5,000**

- ☐ Entertainment sponsor, "Entertainment presented by..."
- ☐ Selection of first song to kick off evening festivities

☒ **Maker's Mark: \$5,000 CLAIMED**

- ☐ Evening bar sponsor, "Evening bar presented by..."
- ☐ Signature drink during evening festivities

☒ **Rider's Up!: \$3,000 CLAIMED**

- ☐ Speaker sponsor, "Guest speaker presented by..."
- ☐ Introduces the guest speaker

☒ **Mint Julep: \$3,000 CLAIMED**

- ☐ Mint julep sponsor, "Mint juleps presented by..."
- ☐ Recipient of a mint julep package and 8 commemorative drinking glasses

☒ **Winner's Circle: \$3,000 CLAIMED**

- ☐ Raffle sponsor, "Raffle presented by..."
- ☐ 2 Derby raffle tickets and 2 champagne raffle tickets

☐ **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

Please complete the back of the form.

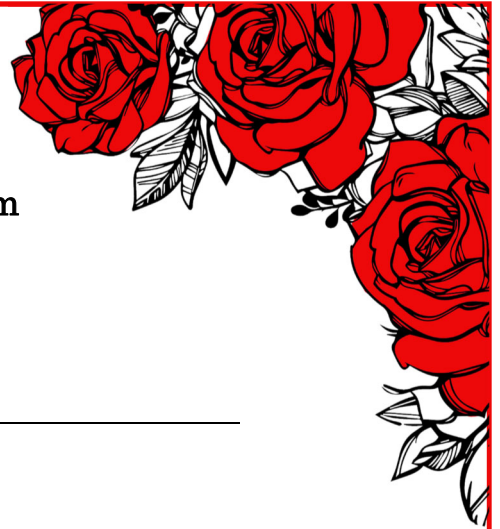




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In-Kind Donation/Sponsorship Payment Form



Donor/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

Complete only if sponsoring.

Sponsorship Total: \$ _____

☐ My check is enclosed.

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

☐ I will pay by credit card.

☐ Visa

☐ MasterCard

☐ Discover

☐ American Express

Card Number

Exp. Date

CVV

Name

Billing Address

City

State

Zip

Signature

Date

DSAWMF is a 501(c)3 charitable organization and contributions are fully tax-deductible. Our tax ID number is 46-0635003.

Please return completed form to



233 Fulton St. E, Suite 124
Grand Rapids, MI 49503

