



\$12,000: Triple Crown Title Sponsor

2023 Title Sponsor



- Reserved VIP head table for 12 guests with stand-alone table signage
- Presenting sponsor listing in event program and all marketing materials
- Announced at event and full slide advertisement
- Full page advertisement in event program
- Dedicated social media posts
- Recognition in Annual Report



\$7,500: Derby Sponsor

- Reserved full table for 10 guests with stand-alone table signage
- Announced at event and full slide advertisement
- 1/2 page advertisement in event program
- Dedicated social media posts
- Recognition in Annual Report



\$5,000: Churchill Downs Sponsor

- Reserved partial table for 6 guests with recognition on table signage
- 1/2 slide advertisement
- 1/4 page advertisement in event program
- Recognition in Annual Report



\$3,000: Show Sponsor

- Tickets for 4 guests (includes dinner, open bar, and live entertainment)
- Recognition on table signage
- 1/4 slide advertisement
- Recognition in Annual Report



\$1,500: Friend Sponsor

- Tickets for 2 guests (includes dinner, open bar, and live entertainment)
- Recognition on sponsor slide
- Recognition in Annual Report



Approximately 1 of every 700 babies born in the United States has Down syndrome, a developmental disability caused by the presence of an extra copy of the 21st chromosome. While Down syndrome may affect how those with the condition look, speak, learn, or interact, it does not limit their ability to lead active, fulfilled lives. People with Down syndrome go to college, have careers, learn to drive, vote, live independently, and get married. With the support and advocacy of organizations like DSAWMF, the possibilities are endless for this community.

Our Mission & Vision

The Down Syndrome Association of West Michigan Foundation provides financial support to organizations that serve and support the Down syndrome community and their families across West Michigan.

Events like the Winners Cup Benefit allow us to further grow our endowment to support the annual operating budget of our sister organization, the Down Syndrome Association of West Michigan, and enable the Association to be fully self-sustaining, while also supporting other organizations that consistently and actively serve the Down syndrome population.



Down Syndrome Association of West Michigan Foundation
160 68th St. SW, Ste. 110 | Grand Rapids, MI 49548
616-956-3488 | dsawmfoundation.org | tax id: 46-0635003



The Winners Cup Benefit

a Kentucky Derby party and auction to benefit the Down Syndrome Association of West Michigan Foundation

May 6, 2023

5pm-midnight

at Egypt Valley Country Club
7333 Knapp St. NE, Ada, MI 49301

presented by  **MILLER JOHNSON**
Attorneys

Sponsorship Brochure



2023 Winners Cup Benefit Sponsorship Commitment

Company/Title for Sponsor Listing _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Sponsorship Level Derby \$7,500 Churchill \$5,000 Show \$3,000 Friend \$1,500 We cannot attend. Please accept our donation. \$ _____
(please circle your selection)

Please return with payment to: DSAWMF, 160 68th St. SW, Ste. 110, Grand Rapids, MI 49548



Benefits of Your 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 or name receives maximum exposure.

- **At the event:** Over 200 guests, including West Michigan business leaders, philanthropists, and disability advocates, will see your name and logo strategically displayed on signage, the event program, and during dinner announcements.
- **Online marketing:** Over 4,500 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:** Over 3,700 members, donors, and community partners will see your name in our Annual Report.

Complete and return the sponsorship commitment form with your check or scan the QR code to make your contribution online.

Questions? Contact Executive Director Katie Hollis at director@dsawm.org or 616-956-3488.



Your support empowers our community!

In 2004, the Winners Cup Benefit was created to raise funding for the West Michigan Down syndrome community. Proceeds from the annual event benefit the Down Syndrome Association of West Michigan Foundation (DSAWMF), raising the value of our endowment to over \$1.6 million and creating opportunities for us to support individuals with Down syndrome.

The 2023 benefit will be held on Saturday, May 6th at beautiful Egypt Valley Country Club. Guests will enjoy the running of the Kentucky Derby during a lively cocktail hour, followed by an engaging dinner program featuring guest speaker Kayla McKeon, the first registered lobbyist with Down syndrome. The evening concludes with an auction and ample opportunity for networking and dancing.

With your sponsorship, DSAWMF can build on the opportunities made possible by this event thanks to your support:

- 1 three-year-old girl found her forever home in Grand Rapids through the Adoption Assistance program
- 35 families received scholarships to pay for therapies, adaptive devices, and medical care
- 69 children and teens learned to ride a bike at iCan Bike Camp at no cost to them

