



CHICAGOLAND BUDDY WALK 2019 SPONSORSHIP PROPOSAL

BUDDYWALK[®]
national down syndrome society[®]
EDUCATE | ADVOCATE | CELEBRATE



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BUDDY WALK HISTORY

The Buddy Walk was developed by the National Down Syndrome Society in 1995 to celebrate October as the National Down Syndrome Awareness Month and provide an annual public platform for advocacy. It brings together people with Down syndrome and their invited “buddies” — everyone from friends and family to teachers, politicians and co-workers — to promote acceptance and inclusion for people with Down syndrome and to raise funds for education, research and advocacy programs.

The goal of the Buddy Walk is three-fold:

- to promote acceptance and inclusion of people with Down syndrome;
- to raise the funds necessary to develop, innovative and effective programs;
- and to enhance the position of the Down syndrome community, enabling us to positively influence local and national policy and practice.

What is Down syndrome?

Down syndrome is a genetic condition that occurs in one out of every 691 live births. It affects people of all ages, races and economic levels and is the most frequently occurring chromosomal disorder. Down syndrome affects more than 400,000 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 you can do to help!

On Oct 13th, we'll once again walk in honor and celebration of those with Down syndrome.

- Monetary Sponsorships
- Sponsor a team
- Donate products/services
- Sponsor an raffle package (*such as: company logo'd items, event tickets, a unique experience, hotel/airline points, etc*)
- Register for the event

Last year
we had
3500+ in
attendance!



Located at the Bolingbrook
Golf Club, the
Chicagoland Buddy Walk
celebrates individuals
with Down syndrome

Sponsorships

PRESENTING SPONSOR - \$20,000

(ONE AVAILABLE)

- Naming rights to event, example: Chicagoland Buddy Walk® presented by “Your Company”
- Recognition of Presenting Sponsor on all marketing materials, promotions, event day signage, social media, etc.
- Logo on over 4,000 Chicagoland Buddy Walk® t-shirts given to every registered walker
- Opportunity for short sponsor remarks from the stage
- Prime booth placement on field day-of to pass out information and connect with walkers.
- Inclusion in all press releases regarding the Chicagoland Buddy Walk®

SUPER BUDDY - \$10,000

(FOUR AVAILABLE)

- Recognition by logo as Sponsor on all marketing materials, promotions, event day signage, social media, etc.
- Logo on over 4,000 Chicagoland Buddy Walk® t-shirts given to every registered walker
- Inclusion in all press releases regarding the Chicagoland Buddy Walk®
- Booth placement on field day-of to pass out information and connect with walkers.

SIDE KICK BUDDY - \$5,000

(SIX AVAILABLE)

- Recognition by logo as Sponsor on all marketing materials, promotions, event day signage, social media, etc.
- Logo on over 4,000 Chicagoland Buddy Walk® t-shirts given to every registered walker

- Inclusion in all press release regarding the Chicagoland Buddy Walk®
- Booth placement on field day-of to pass out information and connect with walkers.

APPRENTICE SPONSOR - \$2,500

(UNLIMITED AVAILABILITY)

- Recognition by name as Sponsor on all marketing materials, promotions, event day signage, social media, etc.
- Logo on over 4,000 Chicagoland Buddy Walk® t-shirts given to every registered walker
- Booth placement on field day-of to pass out information and connect with walkers.

FRIEND SPONSOR - \$500

(UNLIMITED AVAILABILITY)

- Logo on over 4,000 Chicagoland Buddy Walk® t-shirts given to every registered walker



Other Sponsorships



*Deadline for all printed items is
Sept 1, 2019.*

Sample Sponsorships

Registration Bags – \$2000

Your logo will be silk screened onto a premium reusable shopping bag with the Buddy Walk logo appearing on the reverse side. All walkers will receive a bag at registration. This makes a great reusable product and the public will see your logo well after the walk. Only available to one company.

Exhibit Space – \$500

Get exposure for your products to over 4000 people by having a table in our Exhibitors Tent.

Registration Bag Sample – Free

Have your company's product sample inserted in the registration bag (no flyers or coupons).

Water/Snack Sponsor – Free

Have a booth at the walk and hand out water or snacks to walkers. You are responsible for purchasing water/snacks and organizing volunteers. We will provide sponsor signage.

In-Kind donations

Currently we are in need of these items:

- Sandwiches/Chips/Water for volunteers
- Volunteers!
- Advertising
- Items for our raffle
- Gift Cards for prize wheel

Can't help financially?

Then please consider helping us by:

- Spreading the word.
- Displaying a poster in your store
- Starting a company team.
- Posting about us on your social media page.

Contact Us



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Visit us on the web at:
chicagolandbuddywalk.org
facebook.com/chicagolandbuddywalk

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