

2022 Step Up for Down Syndrome

September 10, 2022 at SOMI Unified Sports & Inclusion Center
to benefit the Down Syndrome Association of West Michigan



Greetings!

Did you know that Grand Rapids is home to the largest Down syndrome service organization in the state? The Down Syndrome Association of West Michigan (DSAWM) advocates for and provides services and programming through all stages of life to over 300 people with Down syndrome and their families across West Michigan.

We rely exclusively on donations to support our mission of creating communities that embrace Down syndrome, empower individuals, and promote opportunities for meaningful lives.

Support from our donors allows DSAWM to offer a wide variety of programs for all ages and interests, to promote the social and physical development of our members. Our day camps, iCan Bike clinic, book club, fitness classes, and Cooking Capers program are among our most popular. We can offer these programs free of charge to our members because of sponsors like you!

The DSAWM is proud to announce the 12th annual Step Up for Down Syndrome celebration and awareness event to be held on Saturday, September 10, 2022. This year's theme is "Down for Adventure" and will feature a scavenger hunt that allows the community to explore the Special Olympics Michigan Unified Sports & Inclusion Center, our new home and the first-of-its-kind facility in the world! Over a dozen disability-focused organizations share the space, allowing DSAWM to connect and amplify awareness in a way that is more impactful than ever before.

I would like to ask for your support as a sponsor of the 2022 Step Up for Down Syndrome. Our fundraising goal is \$130,000. Every dollar raised ensures our programs remain free of charge to our families and allows us to expand our services into more West Michigan communities. This year, as our communities recover from the pandemic, we expect to surpass our goal. With your sponsorship commitment, we are confident that we will.

There are three main ways to get involved:

- by becoming a sponsor,
- by supplying an in-kind donation,
- or by being a day-of vendor at the event

All three options offer exposure to over 1,500 participants on event day, and even more online. This year we plan to make the event bigger and better than ever. As part of the event's scavenger hunt, we are asking our sponsors and vendors to consider volunteering their time to host an onsite activity. Not only does this generate positive brand awareness for your company, but it also gives you the opportunity to meet the many members and families whom your sponsorship directly impacts.

If you wish to support the DSAWM through sponsorship, please contact me directly by email at director@dsawm.org or phone at 616-956-3488. Thank you in advance for your consideration. You make a difference by helping us do this vital work. With your continued support, DSAWM will be present in the lives of children and adults with Down syndrome and their families for years to come.

Sincerely,

Katie Hollis
Executive Director



160 68th St., Ste. 110, Grand Rapids, MI 49548
616-956-3488 | director@dsawm.org | www.dsawm.org

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2022 STEP UP SPONSORSHIP LEVELS

CLAIMED \$7,500-\$10,000 — Trailblazer Presenting Sponsor (only 1 available)

All *Explorer* level perks, PLUS:

- Logo and "Presented by" acknowledgment on all digital and print Step Up communications
- Large company logo on performance stage banner that is displayed across the top of the event stage. This is the focal point for the entire event where all entertainment is provided, awards given, announcements made, etc.
- Logo included on team yard signs to be distributed throughout community
- Sponsor recognition on every radio/TV PSA leading up to the event
- Company recognition in every e-newsletter that features Step Up - sent weekly to 1,100+ people
- VIP vendor tent and product sampling at Step Up
- Large logo on the FRONT of Step Up participant t-shirt
- Large logo on Step Up event webpage
- Minimum of four (4) social media shout-outs to over 4,000 local followers
- Two (2) more company signs, for a total of ten (10) along event walk route
- Four (4) more tickets, for a total of eight (8) to the 2022 DSAWM Foundation's Halloween Casino Night, on October 22

\$5,000 - Explorer Sponsor

All *Adventurer* level perks, PLUS:

- Two (2) more company signs, for a total of eight (8) along event walk route
- Four (4) tickets to the 2022 DSAWM Foundation's Halloween Casino Night, on October 22
- Complimentary event registration for, four (4) more participants, for a total of ten (10) on sponsor-designated team
- An additional social media shout-out, for a total of two (2) to over 4,000 local followers
- Booth at prime location on event day

\$2,500 - Adventurer Sponsor

All *Seeker* level perks, PLUS:

- Two (2) more company signs, for a total of six (6) along event walk route
- Complimentary event registration for two (2) more participants, for a total of five (5) on sponsor-designated team
- At least one (1) social media shout-out to over 4,000 local followers

\$1,000 - Seeker Sponsor

All *Traveler* level perks, PLUS:

- Four (4) company signs along walk route
- Logo on event shirt
- Complimentary event registration for three (3) participants on sponsor-designated team
- Booth on event day

\$500 - Traveler Sponsor

- One (1) company sign along event walk route
- DSAWM website acknowledgement
- Sponsor recognition on social media
- Annual report recognition – sent to 3,000+ contacts
- Opportunity to put promotional materials in Step Up team swag bags



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