

A POSITIVE  
*vision*  
FOR THE  
*future*



# DOWN SYNDROME ASSOCIATION *for Families*

## INSPIRE



The Down Syndrome Association for Families (DSAF) recognizes that every person with Down syndrome is an individual who has a unique purpose and set of abilities. It is our mission to provide support and a positive vision for the future for individuals with Down syndrome, their families, friends, educators, and professionals who share in their lives.

Since the start of the organization in 1995, every dollar raised has gone to foster family networking, new parent support, and community engagement. DSAF offers a helping hand to new parents upon receiving their diagnosis. Local doctors, nurses, and teachers are provided with accurate and positive information and literature regarding Down Syndrome. And members have opportunities to participate in fun, age-appropriate activities with their families.

DSAF is more than just an association. It is a place of belonging and hope. It is a positive vision for the future.

And it is filled with smiles. Join DSAF and offer your company, employees, and customers an opportunity to be a part of this positive vision. By joining, you'll help DSAF advance its mission to provide support and hope to individuals with Down syndrome and their families, friends, educators and professionals throughout Nebraska.



## CONNECT AND ENGAGE

Several opportunities exist within DSAF for corporate partner involvement, all of which offer abundant positive publicity and recognition. As a corporate sponsor of DSAF, your organization will find value through:

- Face to face interaction with parents, educators, doctors, nurses, physical therapists, occupational therapists, speech and language professionals, students of all ages, and the broader community
- Employee engagement opportunities
- Increased visibility
- Brand awareness and affinity
- Association with DSAF and its programs
- An opportunity to help shape the future of Down syndrome awareness and education
- And much more

## SPONSORSHIP OPPORTUNITIES

- **SIGNATURE SPONSORSHIP:** Show your support of individuals with Down syndrome and make a big impact throughout the state by becoming a signature sponsor of DSAF. Branding, employee engagement, awareness, and access opportunities would abound throughout the year.
- **STEP UP FOR DOWN SYNDROME WALK:** This annual community celebration brings together over 1,700 individuals from across the state of Nebraska to celebrate and increase awareness about Down syndrome. It is the primary fundraising event for DSAF and an excellent opportunity for corporate branding and employee engagement.



### 2017 HIGHLIGHTS

- 78 teams
- 1,712 registered walkers
- Over \$82,000 raised
- 28 corporate sponsors



A PLACE OF  
*belonging*  
AND *hope*

## SPONSORSHIP LEVELS

<i>Opportunity</i>	<b>SIGNATURE SPONSOR</b> <b>\$5,000</b> (5 AVAILABLE)	<b>STEP UP FOR DOWN SYNDROME PARTNER</b> <b>\$1,000</b> (UNLIMITED)	<b>STEP UP FOR DOWN SYNDROME PARTNER</b> <b>\$500</b> (UNLIMITED)	<b>STEP UP FOR DOWN SYNDROME PARTNER</b> <b>\$250</b> (UNLIMITED)
<b>ACCESS</b>				
DSAF's logo	X	X	X	X
Complimentary booth space at Step Up for Down Syndrome Walk (1 per company)	X	X		
Shared booth space for information at Step Up for Down Syndrome Walk			X	
Recognition in all emails to members	Logo			
Recognition as sponsor in Annual Report	Featured Logo	Logo	Listed	Listed
<b>VISIBILITY</b>				
Step Up Walk signage	Featured Logo	Large Logo	Small Logo	Listed
Step Up Walk t-shirts	Featured Logo	Large Logo	Small Logo	Listed
Mention in print and radio/TV media as sponsor	X			
Verbal Thank You to sponsors at SUDS walk	X	X		
<b>EMPLOYEE ENGAGEMENT</b>				
Invitation to volunteer at DSAF events/projects, such as the Education Conference, World Down Syndrome Day, and other events when appropriate	X	X		
Outreach materials for employees to share with customers	X			
Complimentary registrations to Step Up for Down Syndrome Walk	25	10	5	2
<b>REPORTING</b>				
Year-end summary report	X			
<b>WEB PRESENCE</b>				
Hyperlinked company logo on DSAF website	X			
Company branding on Step Up for Down Syndrome website	Featured Logo	Large Logo	Small Logo	Listed

**FOR QUESTIONS** regarding sponsorships or other opportunities available, contact Mary Sweeney at [sweeneymary33@gmail.com](mailto:sweeneymary33@gmail.com) or Jeff Ashelford at [jashelford@gmail.com](mailto:jashelford@gmail.com).

