

# Central Mississippi Buddy Walk® & BW 5K

October 10, 2015

Trustmark Park



## Sponsorship Proposal



Central Mississippi Down Syndrome Society / PO Box 935, Jackson, MS 39205  
601-385-3696 / [www.cmdss.org](http://www.cmdss.org) / Federal Tax Exempt ID: 81-0623352



## What is the Buddy Walk®?

The Buddy Walk® was developed by the National Down Syndrome Society (NDSS) in 1995 to celebrate Down Syndrome Awareness Month in October and to promote acceptance and inclusion of people with Down Syndrome. The Buddy Walk® has grown from 17 walks in 1995 to nearly 300 walks today. Each year, more than \$12 million is raised across the country and around the world to support local programs and services, as well as national advocacy and public awareness initiatives of NDSS that benefit all individuals with Down Syndrome.

## What is the mission of the Central Mississippi Down Syndrome Society?

The mission of CMDSS is to provide support, education and advocacy for people with Down Syndrome, their families and communities across Central Mississippi. Our vision is for a community where people with Down Syndrome have limitless opportunities and the ability to pursue their dreams.

## How does the event work?

Packet Pick-Up and On-Site Registration for the CMDSS Buddy Walk opens at 9:00 am. At 9:30 am, the program begins; 10:00 am is the official start time for the awareness walk. At 11:00 am, we host a Walk Celebration in the stadium. During the Walk Celebration, participants visit Info Alley, grab a bite to eat, hang out in Entertainment Alley for face painting, temporary tattoos, games and more.



## 2015 Dates to Remember

**June 1st:**

**Launch of Buddy Walk Registration to all**

**[www.cmdss.org/buddy-walk](http://www.cmdss.org/buddy-walk)**

**August 3:**

**Deadline for all sponsors for inclusion in print collaterals**

**September 18:**

**Deadline for all sponsors for inclusion on the event t-shirt**

**October 10:**

**2015 Central Mississippi Buddy Walk and BW 5K**



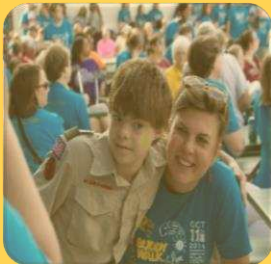
# Sponsorship Opportunities

The mission of the Central Mississippi Down Syndrome Society is made possible by the funds raised at the Buddy Walk & BW 5K. It is through the generous support of our sponsors, our walkers, and our community that we are able to provide support, programs, and education to individuals with Down Syndrome and their families in the Central MS region. In recognition of your support, we plan to highlight your organization as outlined below:



## Presenting Sponsor \$5,000 (up to 2)

- Opportunity for a company leader to be a part of the kick-off presentation
- Reserved 10 X 20 Tent, 4 Tables, and 20 chairs
- Professional picture of company leadership with our Buddy Council (11"X 14")
- Your organization's logo on the Jumbotron, event signage, and the route of the Walk
- Lead recognition on media releases, social media, and all event promotions
- Large logo on event t-shirts prominently displayed (~1000 printed)
- Logo on the 2016 CMDSS Calendar (1500 printed)



## Gold Sponsor \$2,500

- Reserved 10 X 10 Tent, 2 tables, and 10 chairs
- Selection of one with prominent signage: Lunch Sponsor, Entertainment Zone Sponsor, Kids Fun Run Sponsor, BW 5K Sponsor
- Professional picture of company leadership with our Buddy Council (8"X 10")
- Your company's logo on the Jumbotron, event signage, and the route of the Walk
- Recognition on medial releases, social media, and all event promotions
- Logo on event t-shirts prominently displayed (~1000 printed)



## Silver Sponsor \$1,000

- Booth space in Info Alley to share products and information
- Professional picture of company leadership with our Buddy Council (5"X 7")
- Your company's logo on the Jumbotron, event signage, and the route of the Walk
- Recognition on social media and event promotions
- Logo on event t-shirts (~1000 printed)



## Bronze Team \$500

- Booth Space in Info Alley to share products and information
- Your company's name on the Jumbotron, event signage, and the route of the Walk
- Recognition on social media and event promotions
- Name on event t-shirts (~1000 printed)

# Commitment Form

Name of Organization: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

If you sponsorship is being made in honor a particular Buddy (individual with Down Syndrome), please list the name: \_\_\_\_\_

Please mark the desired sponsorship level:

- Platinum (\$5000)
- Gold (\$2500)
- Silver (\$1000)
- Bronze (\$500)

Please make checks payable to "CMDSS Buddy Walk." Mail your payment and this page to:

CMDSS  
Attn: Buddy Walk  
P.O. Box 935  
Jackson, MS 39205

To request an invoice or to pay with a credit card, please email or call Samantha Kalahar at [samantha@cmdss.org](mailto:samantha@cmdss.org) or 601-385-3696.

Please remember that all commitments need to be confirmed with the event coordinator by September 18<sup>th</sup> for inclusion on the event shirts and signage. We will work to accommodate sponsors who commit after that date with social media and other recognitions as allowed.

**IMPORTANT**

All sponsors should email a company logo to be used for signage, social media, and other recognition efforts to [samantha@cmdss.org](mailto:samantha@cmdss.org) . Please send both a full-color and Black-n-White version of the logo in an .eps format.

