



7015 W. Tidwell • Suite 108
Houston, Texas • 77092
713.682.7237 • www.dsah.org



EDUCATION • SUPPORT • AWARENESS • ADVOCACY • OUTREACH • PROGRAMS • CONFERENCES • SOCIALS

Dear Sir/Madam,

We would like to invite your company to be a part of the 11th Annual Houston Buddy Walk®. Join the members and board of Down Syndrome Association of Houston, as we team up to form what will hopefully be the **largest** Buddy Walk in Texas! This year's Buddy Walk will be held Saturday, December 3rd, 2011. 96% of the proceeds will benefit the Down Syndrome Association of Houston, a non profit 501(c)3 organization that provides much-needed services and programs to the families of people with Down syndrome, in Houston, and many surrounding communities. The National Down Syndrome Society will receive 4% of the proceeds, in order to continue their incredible work on creating national policies, designed to protect people with Down syndrome.

The Buddy Walk was developed by NDSS, in 1995, to promote awareness and inclusion for people with Down syndrome, and to raise money for research and education programs. Over the past sixteen years, the Buddy Walk program has grown from 17 walks to nearly 300 expected in 2011 across the country and around the world. Last year alone, 285,000 people participated in a Buddy Walk! They raised more than \$11.2 million to benefit local programs and services as well as the national advocacy initiatives that benefit all individuals with Down syndrome.

The Houston Buddy Walk attracts over 5,000 participants, who walk the 1-mile course, near and around the Minute Maid park in Downtown. The *Buddy Bash*, held at Minute Maid Park's Diamond Lot, follows the walk, and provides food, activities, and LIVE music entertainment for the whole family.

If you are interested in getting involved in the 11th Annual Houston Buddy Walk, here are some possible ways that you could support us:

- **Provide a sponsorship donation and reap the benefits! See attached "Sponsorship Opportunities".**
- **Organize a company team to participate in the Buddy Walk on December 3rd, 2011**
- **Provide volunteers to help during the day's activities.**
- **Donate your goods/services, which would be considered an "In Kind", tax-deductible donation.**

This is a great chance for your company to build a sense of camaraderie for your employees and with the Houston community at large.

Please take this opportunity to review the enclosed sponsorship proposal. We hope you choose to help people with Down syndrome reach their full potential. Thank you for your consideration of our request. If you have any questions, please contact me.

We look forward to having your company involved!

Things Keep Looking Up!

Alejandra Lima

Down Syndrome Association of Houston
Buddy Walk Chair and Executive Director
buddywalk@dsah.org P: 713-682-7237 F: 713-996-9290

Sponsorship Levels

PLATINUM SPONSOR - \$10,000

- \$10,000 total tax-deductible donation

Platinum Sponsor package includes:

- Logo placement on 10 poster sized billboards throughout the Houston and surrounding areas for 6 weeks prior to the event (deadline 7/1/11)
- Logo placement on Main Stage banner at the 2011 Houston Buddy Walk (deadline is 11/5/11)
- Logo placement along the walk path (deadline 11/5/11)
- Company staff to wear logo shirts along the walk path
- Company banner to be displayed at the front of the walk
- Logo placement on Welcome banner at the 2011 Houston Buddy Walk
- Logo placement at the Finish Line
- A 10x10 tent at the event (tent to be provided by Houston Buddy Walk)
- Logo placement with hyperlink on the Buddy Walk tab of www.dsah.org
- Company banner placement at the tent
- Opportunity for sponsor to distribute brand materials at walk
- Fifty (50) Buddy Walk shirts
- Logo placement with hyperlink on www.houstonbuddywalk.org
- Logo placement on the back of approximately 6,000 T-shirts (art submission deadline is 10/28/11)
- Logo placement on DSAH Today newsletter for 3 months
- Recognition on the day of the event
- Donation to be applied to a preferred team

GOLD SPONSOR- \$7,500

- \$7,500 total tax-deductible donation

Gold package includes:

- Logo placement on Welcome banner at the 2011 Houston Buddy Walk
- Logo placement at the Finish Line
- A 10x10 tent at the event (tent to be provided by Houston Buddy Walk)
- Logo placement with hyperlink on the Buddy Walk tab of www.dsah.org
- Company banner placement at the tent
- Opportunity for sponsor to distribute brand materials at walk
- Forty (40) Buddy Walk shirts
- Logo placement with hyperlink on www.houstonbuddywalk.org
- Logo placement on the back of approximately 6,000 T-shirts (art submission deadline is 10/28/11)
- Logo placement on DSAH Today newsletter for 3 months
- Recognition on the day of the event
- Donation to be applied to a preferred team

Saturday, December 3, 2011 • Minute Maid Park – Diamond Lot • 8am – 12pm

SILVER SPONSOR - \$5,000

- \$5,000 total tax-deductible donation

Silver Sponsor package includes:

- Logo placement at the Finish Line
- A 10x10 space at the event. (Tent to be provided by sponsor)
- Logo placement with hyperlink on the Buddy Walk tab of www.dsah.org
- Company banner placement at the tent
- Opportunity for sponsor to distribute brand materials at walk
- Thirty (30) Buddy Walk shirts
- Logo placement with hyperlink on www.houstonbuddywalk.org
- Logo placement on the back of approximately 6,000 T-shirts (art submission deadline is 10/28/11)
- Logo placement on DSAH Today newsletter for 3 months
- Recognition on the day of the event
- Donation to be applied to a preferred team

BRONZE SPONSOR - \$2,500

- \$2,500 total tax-deductible donation

Bronze Sponsor package includes:

- Logo placement at the Finish Line
- Space for a 10x10 tent at the event (tent to be provided by sponsor)
- Company banner placement at the tent
- Opportunity for sponsor to distribute brand materials at walk
- Fifteen (15) Buddy Walk shirts
- Logo placement with hyperlink on www.houstonbuddywalk.org
- Logo placement on the back of approximately 6,000 T-shirts (art submission deadline is 10/28/11)
- Logo placement on DSAH Today newsletter for 3 months
- Recognition on the day of the event
- Donation to be applied to a preferred team

PLAYGROUND SPONSOR - \$1,500

- \$1,500 total tax-deductible donation

Playground Sponsor package includes:

- Logo placement at the Minute Maid Squeeze Play Playground
- Ten (10) Buddy Walk shirts
- Logo placement with hyperlink on www.houstonbuddywalk.org
- Name placement on the back of approximately 6,000 T-shirts (art submission deadline is 10/28/11)
- Name placement on DSAH Today newsletter for 3 months
- Recognition on the day of the event
- Donation to be applied to a preferred team

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FUN RIDE SPONSOR - \$1,000

- \$1,000 total tax-deductible donation

Fun Ride Sponsor package includes:

- Logo placement at one of the fun rides present at the event
- Five (5) Buddy Walk shirts
- Name placement on the back of approximately 6,000 T-shirts (art submission deadline is 10/28/11)
- Name placement on DSAH Today newsletter for 3 months
- Recognition on the day of the event
- Donation to be applied to a preferred team

BUDDY SPONSOR - \$500

- \$500 total tax-deductible donation

Buddy Sponsor package includes:

- Name placement on the back of approximately 6,000 T-shirts (art submission deadline is 10/28/11)
- Donation to be applied to a preferred team

By becoming a sponsor, you will aid the Down Syndrome Association of Houston's efforts to empower parents and people with Down syndrome, through information, education and social activities.

To receive the listed benefits for each level, contribution, form and logo **MUST** be received by **October 28, 2011**. Only contributions accompanied by a Sponsorship form will be given the benefits listed. Contributions received without a sponsorship form will be accredited to the designated team and will be marked as a *donation* not a *sponsorship*.

2010 Houston Buddy Walk® Demographics

- \$190,246 raised for DSAH to continue to provide support and services to families with individuals with Down syndrome.
- Number of walkers 5,656
- 4,205 were adults
- 897 were between the ages of 2 and 12
- 188 individuals with Down syndrome
- 365 volunteers
- 4,654 are from the Greater Houston area
- 1002 are from outside the Greater Houston area
- 5,575 are from Texas
- 81 are from the U.S., all 50 states
- 11th consecutive year



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2011 Houston Buddy Walk Sponsorship Commitment Form

Please fill out and return this contract along with payment to ensure your participation in the 2011 Houston Buddy Walk®.

Company: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Company website address: _____

Buddy Walk Team to apply donation to: _____

Total Amount of Donation:

- PLATINUM SPONSOR - \$10,000 BRONZE SPONSOR - \$2,500 FUN RIDE SPONSOR - \$1,000
- GOLD SPONSOR - \$7,500 PLAYGROUND SPONSOR - \$1,500 BUDDY SPONSOR - \$500
- SILVER SPONSOR - \$5,000

Please submit logos via e-mail to: buddywalk@dsah.org no later than October 28, 2011

Payment options: (1) Check made payable to DSAH mailed to the address below. (2) On-Line through our website at www.houstonbuddywalk.org. You can select *the sponsor registration mode* or be a donor through the team of your choice (3) By credit card.

If paying by credit card, please complete the information below and your card will be charged the total amount donated.

Name On Card: _____

Credit Card #: _____ Exp. Date: _____
(MasterCard, Visa or Discover ONLY)

Billing Address: _____
Street City State ZIP

Signature: _____ Amount: \$ _____

Please return form and payments to: Down Syndrome Association of Houston,
Attn: Alejandra Lima - 2011 BW Sponsorships, 7015 W. Tidwell Bldg. G Suite 108, Houston, TX 77092.
If you have questions, please contact Alejandra Lima, buddywalk@dsah.org or 713-682-7237.