

Welcome Team Captain

7015 W. Tidwell • Suite 108
Houston • Texas • 77092
www.houstonbuddywalk.org

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

Dear Team Captain,

THANK YOU for signing up your team for the 2011 Houston Buddy Walk® and becoming a Team Captain! You will join the members and board of the 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. The Houston Buddy Walk attracts over 5,000 participants, who walk the 1-mile course, around the Minute Maid Park in the streets of Downtown Houston. The *Buddy Bash*, held at the Dimond Lot at Minute Maid Park, follows the walk, and provides food, activities, and LIVE music entertainment for the whole family.

Enclosed you will find your Team Captain Package that is full of information that will help you make the best of your participation in the walk. As we celebrate our 11th Annual Houston Buddy Walk; we continue to make it a FREE registration event. We are however asking that you fundraise and help us reach our \$225,000 goal.

Your involvement in the Buddy Walk, either by walking with us, or by donating, will help make a brighter tomorrow for all individuals with Down syndrome.

Things Keep Looking Up!

Alejandra Lima

Down Syndrome Assoc of Houston

Buddy Walk Chair buddywalk@dsah.org

Executive Director executivedirector@dsah.org

P: 713-682-7237 F: 713-996-9290

Mark Your Calendar

7015 W. Tidwell • Suite 108
Houston • Texas • 77092
www.houstonbuddywalk.org

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

Dates to Remember for the 2011 Buddy Walk

Team Captain Meetings:

Team Captain Meetings will be held at the DSRC located at:
7015 W. Tidwell Bldg. G Suite 108 Houston TX 77092.

5/7/2011 ~ 1pm-3pm	8/11/2011 ~ 6pm-8pm
6/9/2011 ~ 6pm-8pm	9/10/2011 ~ 9am-11am
7/16/2011 ~ 9am-11am	10/13/2011 ~ 6pm-8pm

10/28/2011- Last day to turn in your child's BIO for the Imagine the PossAbilities tent.

10/28/2011 - Deadline for Sponsors to get Logo or Name added to back of T-shirts!

11/05/2011- Last day to place your poster, buttons and acrylic team photo orders

11/05/2011 - Last day for Vendor Booths.

11/05/2011- Deadline for Registering to get a T-shirt added to your team bag!

Shirts are only guaranteed if you pick them up ahead of time at the DSRC.

11/19/2011 - T-shirt Pick-Up at DSAH Resource Center!! (Turn in donations when picking up T-shirts)

11/26/2011 Deadline to WIN Top 3 Fundraising Teams!! And Top 3 Individual Fundraisers!

Online donations count up to 11:59pm of 11/26!

12/03/2011 – 11th Annual Houston Buddy Walk -8am – 12pm

Please check
www.houstonbuddywalk.org for more
important dates to remember



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Welcome to the Wonderful World of the Buddy Walk

Each year all the families of Down Syndrome Association of Houston (DSAH) gather up their family and friends, to come take part in this wonderful Awareness Walk. It is the main fundraiser that DSAH has each year, and it helps us continue to grow the programs and services that we provide to our families. So we hope that everyone can help us raise money by getting donations for their team.

Signing up a team is easy – just use our online registration site www.houstonbuddywalk.org

Click on Register, and follow prompts to create a new team, think of a unique team name (you can view the other teams already listed to get some ideas). The prompts will ask you to create a password (you will use your email address and password to sign in every time). Then you will fill in your name/address/email, etc, pick a shirt size, if you want to add a donation, you can do so, or just click on Complete Registration.

After you have your team created, you will have your own TEAM PAGE in which you can edit to say something personal about why you are walking! And add your favorite picture of the child you are walking for. Then, you can send your friends and family an email and they can join your team!

We know you will have an amazing time and THANK YOU for helping us carry out our mission...to “create awareness and acceptance of children and adults with Down syndrome through advocacy, socialization, education and medical outreach”.

Things Keep Looking Up!

Alejandra Lima

Down Syndrome Assoc of Houston

Buddy Walk Chair buddywalk@dsah.org

Executive Director executivedirector@dsah.org

P: 713-682-7237 F: 713-996-9290

Schedule of Events

7015 W. Tidwell • Suite 108
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Saturday, December 3, 2011 • Minute Maid Park – Diamond Lot • 8am – 12pm

2011 Buddy Walk Schedule of Events*

Date: December 3, 2011

Location: The Diamond Lot at the Minute Maid Park in Downtown Houston

More information: www.houstonbuddywalk.org

06:00am – 8:00am	SET UP
8:00am – 9:00am	Opening Ceremony/Award Presentation, carnival games
9:00am – 10:00am	BUDDY WALK TAKES PLACE
10:00am – 12:00pm	BUDDY BASH – Food, Family Activities, Music and Fun!
	Live music / Step show / Kids Characters
	Arts and Crafts / food and vendors, carnival games
12:00pm – 1:00pm	Breakdown

We look forward to having you at what will be the **biggest** Down syndrome Celebration in Texas!

* Times are subject to change



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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

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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.

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Dear Friend of DSAH,

The Down Syndrome Association of Houston (DSAH) will host its 11th annual Buddy Walk on Saturday, December 3rd, 2011, at the Diamond Lot in Minute Maid Park, in downtown Houston!

The Buddy Walk has three primary goals:

- 1) To promote acceptance and inclusion of people with Down syndrome.
- 2) To raise funds locally and nationally for education, research and advocacy programs; and
- 3) To enhance the position of the Down syndrome community, enabling us to positively influence local and national policy and practice.

The Buddy Walk® was developed by the National Down Syndrome Society in 1995 to bring together a wide range of concerned individuals to reach out to friends, family and co-workers to promote awareness and inclusion for people with Down syndrome. It 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.

96% of the funds raised by the Houston Buddy Walk will be used locally, to provide information to new parents, for community awareness activities, for outreach, for education of doctors and hospitals, for monthly information meetings and numerous social events designed to bring families together and promote awareness, acceptance and inclusion in our community. The remaining 4% will go to the NDSS Policy Center, to help create and maintain national policies that protect the rights of individuals with Down syndrome.

I am writing to ask if your organization would be interested in setting up a booth at this year's event. It is an excellent opportunity to interact with the greater Houston area Down syndrome community, and share with them, information on your organization, its products and/or services. We anticipate an even larger crowd than ever (our goal is 6,000 walkers) and sincerely hope that you will consider joining forces with us in our efforts to make the 2011 Houston Buddy Walk a rousing success.

Attached you will find the different booth availabilities, benefits and fees. As always, there is no charge for non-profits. Electricity and parking are available if needed, but please let us know about your request in advance. If you have any questions, please email me at the address below. I have included a registration form for your convenience.

Sincerely,

Alejandra Lima

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



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Vendor Opportunities

FRIEND VENDOR - \$200

- \$200 total tax-deductible donation

Friend Vendor package includes:

- A 10x10 space
- One Table
- Two Chairs
- Two food passes
- Table cover
- Free parking for one vehicle
- Opportunity to distribute brand materials at walk

PATRON VENDOR- \$450

- \$450 total tax-deductible donation

Patron Vendor Package includes:

- A 10x20 space
- Two Tables
- Four Chairs
- Four food passes
- Table covers
- Free parking for two vehicles
- Opportunity to distribute brand materials at walk

PARTNER VENDOR - \$750

- \$750 total tax-deductible donation

Partner Vendor Package includes:

- A 20x20 space
- Three Tables
- Six Chairs
- Six food passes
- Table covers
- Free parking for three vehicles
- Opportunity to distribute brand materials at walk

2010 Houston Buddy Walk® Demographics

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- 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

Basic Information for: VENDORS*

Street Address	501 Crawford St, Houston, TX 77002 (Minute Maid Park - Diamond Lot)
Parking Location	Vendor parking will be available on Lot A. Entrance is on Charters St.
Time You Should Arrive	Set up time for vendors are from 6:00 a.m. to 8:00 a.m.
End Time for You	Event is over at approx. 12:00 p.m.
Where do I go?	Once parked, walk over to the Diamond Lot to the information booth and check in
Buddy Walk contacts	Ali Lima - cell 713-299-9980 Belinda Gaddis - cell 832-744-2625

Your Information for this year's Buddy Walk

Please plan to arrive on or before 7:00 a.m. to get your table ready.

If you need to unload your vehicle, you can temporarily park in the Diamond Lot (entrance TBD). Loading and unloading will only be allowed from 6:00am to 7:30am. ALL VEHICLES IN THE DIMAOND LOT SHOULD BE OUT BY 7:30AM.

Concession Stand: (CASH ONLY) There will be a concession stand with breakfast items and beverages for a very reasonable price. They do not accept credit cards.

*Information is subject to change



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2011 Houston Buddy Walk Vendor 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: _____

Is the organization a non-profit yes no **deadline to submit this form is November 5, 2011**

Booth Fee and sizes:

Friend Vendor Booth Patron Vendor Booth Partner Vendor Booth

We will need access to electricity

We will bring our own tent(s). Please indicate how you will be holding the tent down. ALL tents MUST have weights to prevent them from flying away. Tents without weights will NOT be allowed.

I will be using: Sand Bags Water Barrels Bricks Other _____

Please provide a brief description of the both: (ie: products, services, activities): _____

Payment options: (1) Check made payable to DSAH mailed to the address below. (2) By credit card.

If paying by credit card, please complete the information below:

Name On Card: _____

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

Billing Address: _____
Street City St ZIP

Signature: _____ Amount: \$ _____

Please return form and payments to: Down Syndrome Association of Houston, Attn: 2011 Buddy Walk Vendor, 7015 W. Tidwell Bldg. G Suite 108, Houston, TX 77092. Or via fax to 713.996.9290

If you have questions, please contact me.

Alejandra Lima

2011 Houston Buddy Walk Chair

Email: buddywalk@dsah.org

Website: www.houstonbuddywalk.org



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2011 Houston Buddy Walk Imagine the PossAbilities Questionnaire

Parents/Guardians please fill out the questionnaire below for your child, and email it along with a picture to imagine@dsah.org Your child's bio and picture will be displayed at the Imagine the PossAbilities Tent at the 2011 Buddy Walk!

My name is: _____

I am _____ years old.

I go to school at (if applicable): _____

Milestones & Accomplishments (big or small, we want to hear about them!)

~ Examples: When they first found their feet, first crawled/scooted, read a book, etc...

My favorite things/toys are: _____

Places I like to go are: _____

I am happy when: _____

I want to be a/an _____ when I grow up!

Please feel free to add any additional information about your child that you would like to share with the community.

~ Questionnaire is due no later than October 28, 2011 ~

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Poster, Button and Acrylic Team Picture Order Form

DEADLINE is November 5th

I am ordering: (please write the amount of items ordered next to them)

Posters ____x\$25 Buttons ____x\$1(multiples of 5) Acrylic Team Picture ____x\$150

In Honor of (Person with DS)_____

Team Name _____

Total amount of items ordered:_____ Total amount due: \$_____

Parent's name: _____

Phone: _____ E-Mail: _____

Address: _____

City State Zip

If you are placing orders for multiple children; please fill out a form for each child

PAYMENT

By Credit Card:___ Visa ___ MC ___ Discover ___ AMEX

Credit Card #: _____ Exp. Date: _____

Name on Credit Card _____

[Feel confident that this form will be shredded after 11/11/11]

BY CHECK (or Money Order)

_____Check # or Money Order # . Make payable to: DSAH/BW Buttons. (Write your team name in the MEMO)

How to submit your order form: 1.)_Complete this form, filling in your payment method. If paying by check please send it to: DSAH Attn: BW Buttons/Posters 7015 W. Tidwell Bldg G Suite 108 Houston, TX 77092

2.)_Then EMAIL the form and the picture of your child in .jpg format. The size should be 900KB to 1MB if possible, for the best resolution.

Email to Alejandra Lima: executivedirector@dsah.org .



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Dear Friend,

The Down Syndrome Association of Houston is proud to host the 11th Annual Houston Buddy Walk on December 3, 2011 in the Diamond Lot at Minute Maid Park in Downtown Houston. The Buddy Walk is DSAH's main fundraiser and it allows us to continue to grow the programs and services provided to our families. The DSAH's programs and services to our families have grown immensely over the past years including new community groups, educational and medical outreach programs, adult skills classes, more conferences to educate families and larger advocacy programs.

Down syndrome occurs approximately once in every 730 live births and over 6000 people in the Houston area have this chromosomal disorder. The DSAH currently serves over fifteen hundred of these families. The mission of the Down Syndrome Association of Houston is to create awareness and acceptance of children and adults with Down syndrome through advocacy, socialization, education, and medical outreach. The DSAH needs your help in maintaining and expanding these programs which serve the Greater Houston and surrounding area families affected by Down syndrome.

Today, I am asking you to please consider supporting the DSAH with a financial or In-Kind donation. As a leader in the Houston community, I urge you to support this very worthy cause directly benefitting thousands of people. Please use the attached financial/In-Kind donation form for your records.

On behalf of the Buddy Walk committee, the DSAH Board of Directors, members and children with Down syndrome, we thank you very much for your time and your generosity.

Sincerely,

Alejandra Lima

Down Syndrome Assoc of Houston

Buddy Walk Chair buddywalk@dsah.org

Executive Director executivedirector@dsah.org

P: 713-682-7237 F: 713-996-9290

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2011 Buddy Walk Prize Donation form

I / we wish to support the 11th Annual Houston Buddy Walk and the Down Syndrome Association of Houston by donating goods/services to the Buddy Walk.

Donor/Organization name: _____

Location: _____

Mailing Address: _____

Phone: _____ **E-Mail:** _____

Please describe the Item you are donating (be as descriptive as possible):

Does the item need to be picked up (Yes/No): _____

- **If yes, please list contact name/number/email to arrange pick up:**

- **If no, please deliver item to this address by November 5, 2011:**
Down Syndrome Association of Houston
Attn: Buddy Walk Prizes
7015 W. Tidwell; Bldg. G Suite 108, Houston, Texas 77092

Approximate Retail Value: _____

Authorized Signature: _____

Thank you for your support!

Fax this completed form to the Down Syndrome Resource Center 713/996-9290

For more information, e-mail buddywalk@dsah.org or call 713/682-7237

DSAH is a 501(c) (3) nonprofit organization- Tax ID 23-7203655

www.dsah.org

New This Year!

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TEAM TLC

With a new venue comes new opportunities for our team captains to get some much deserved Tender, Love and Care! This year we have created a new incentive for our team captains to have some friendly completion and receive their own space or tent to showcase their team!

If your Team raises \$3,000 - \$4,999

Your team will receive a 10x10 space at the Buddy Walk where you can bring your own tent and decorate. Your team will have a place to meet and greet.

If your Team raises \$5,000 and above

Your team will receive a 10x10 area with a tent provided by the Houston Buddy Walk. You can decorate your area and use it as a meet and greet area.

If your team is one of the lucky ones, you must **confirm that you will be using your** tent or area by **November 5th, 2011**. ALL tents **MUST** have weights to prevent them from flying away. **Tents without weights will NOT be allowed.**

To confirm your tent send an e-mail to buddywalk@dsah.org
Label the message as: Tent Confirmation – Team ABCD

GOOD LUCK!

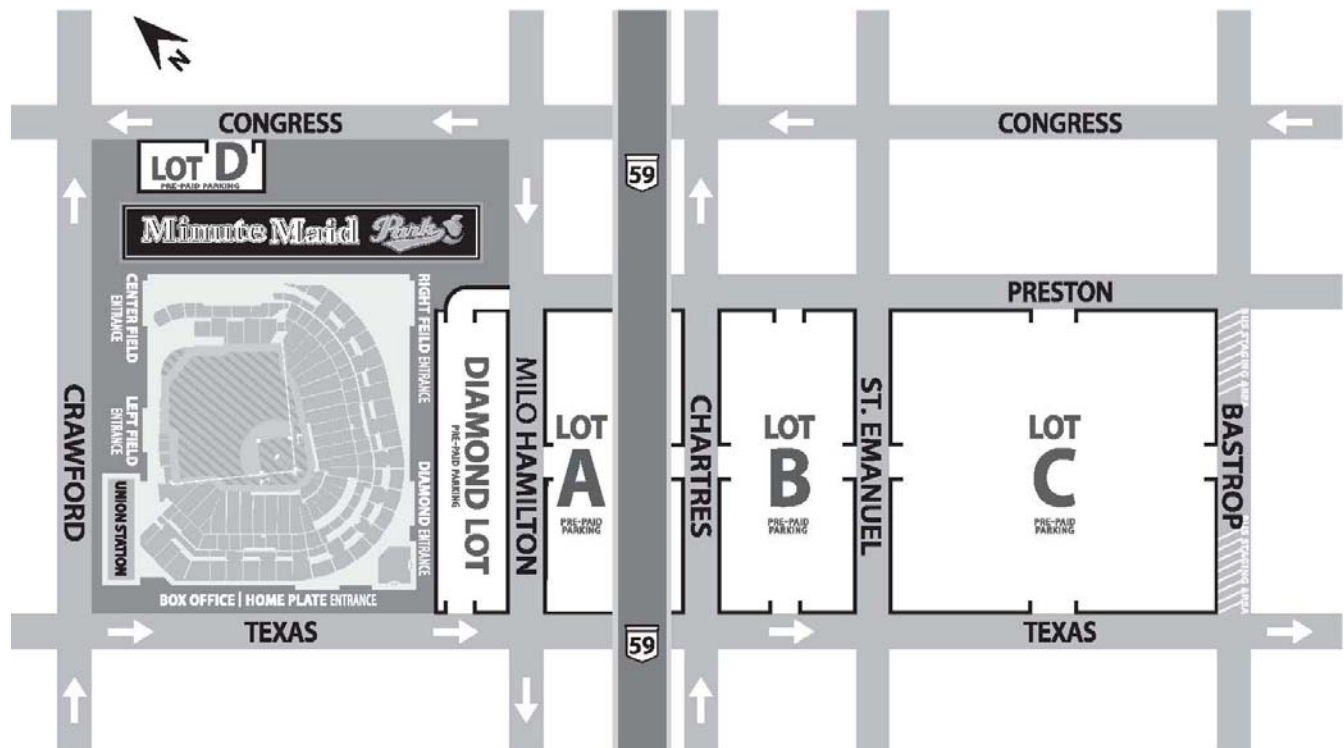
Parking and Directions

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2011 Buddy Walk Parking and Traveling Directions to Minute Maid Park

Parking for our 2011 Houston Buddy Walk will be **FREE ONLY** in the Minute Maid Parking Lots (Lots B and C). All other parking fees will be at the owner's sole discretion. We recommend you bring cash to pay for parking. There are also the meters on the streets around the park. Please see the posted street signs in relation to hours of operation.



FROM I-45 NORTH TRAVELING SOUTH

To Minute Maid Park/Diamond Club Lot/East End from:

- Continue south until you reach I-10.
- Exit on to I-10 East.
- Quickly merge on to US-59 South.
- Quickly exit Hamilton/Downtown Destinations and continue straight to Preston.
- At Hamilton and Preston, you will take a right into the Diamond Club parking lot.
- If you intersect with Texas Ave., you've gone too far.

FROM I-45 SOUTH TRAVELING NORTH

To Minute Maid Park/Diamond Club Lot/East End from:

- Traveling North, exit Scott/Downtown Destinations.
- Continue on to Downtown Destinations/St. Joseph Parkway/Pease.
- Continue West onto St. Joseph Parkway or Pease.
- Turn right on to Chartres. Continue driving North towards the ballpark. This route will bring you closet to Diamond, A, B, & C Parking Lots on the East end of the ballpark.

OR

- From St. Joseph Parkway or Pease, continue West to Austin.
- Turn right onto Austin driving North.
- From Austin turn right onto Texas Ave.
- Continue driving East on Texas to Crawford St.
- Union Station, or the West side of the ballpark, is at Texas and Crawford.

FROM I-10 EAST TRAVELING WEST

To Minute Maid Park/Diamond Club Lot/East End from:

- From I-10 take the Main/San Jacinto exit.
- Continue South on Main until you reach Texas Ave.
- Turn left on Texas.
- Travel East on Texas for 7-8 blocks.
- Turn left into our Diamond Club lot just before the Hamilton Street intersection.

FROM I-10 WEST TRAVELING EAST

To Minute Maid Park/Diamond Club Lot/East End from:

- From I-10 traveling East, exit US 59 South.
- Quickly exit Downtown Destinations/Hamilton and continue straight to Preston.
- At Hamilton and Preston, you will take a right into the Diamond Club parking lot.
- If you intersect with Texas Ave., you've gone too far.

FROM US 59 SOUTH TRAVELING NORTH

To Minute Maid Park/Diamond Club Lot/East End from:

- Continue north and exit Downtown Destinations/Polk St.
- Continue on the feeder road, which turns into Chartres.
- Continue driving North on Chartres towards the ballpark. This route will bring you closest to Diamond, A, B, & C Parking Lots on the East end of the ballpark.
- To enter Diamond lot, turn left onto Preston St.
- You will travel under US 59 and proceed straight into the Diamond Club parking lot.

FROM US 59 NORTH TRAVELING SOUTH

To Minute Maid Park/Diamond Club Lot/East End from:

- From US 59, continue South and exit Downtown Destinations/Hamilton and continue straight to Preston.
- At Hamilton and Preston, you will take a right into the Diamond Club parking lot.
- If you intersect with Texas Ave., you've gone too far.

FROM SH 288 TRAVELING NORTH

To Minute Maid Park/Diamond Club Lot/East End from:

- Merge onto US 59 North, shortly before reaching downtown.
- From US 59, exit Downtown Destinations/Polk St.
- Continue on the feeder road, which turns into Chartres.
- Continue driving North on Chartres towards the ballpark. This route will bring you closest to Diamond, A, B, & C Parking Lots on the East end of the ballpark.
- To enter Diamond lot, turn left onto Preston St.
- You will travel under US 59 and proceed straight into the Diamond Club parking lot.

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

Buddy Walk Fundraising Tips

Here are some quick and easy ways to tackle fundraising for your Buddy Walk at the grassroots level. The following ideas were compiled from Buddy Walk survey results. Feel free to contact us at buddywalk@dsah.org to discuss other fundraising concepts that might work best for you. Suggestions and ideas are encouraged.

Fundraise with the Domino's Card

The Domino's fundraising cards are sold at \$10 each. Each Team Captain will need to pay \$1 upfront for each card they are checking out (limit of 50). That \$50 will be applied to your team and when the rest of the cards are sold and money is turned in, the rest will be applied to the team. (see Domino's letter for more details)

Get Your Child's School Involved

A teacher at a private school instituted a "dress down day" for the entire student body and faculty. For a \$5 donation, a student or teacher could dress in jeans or other casual clothes for a day instead of the uniform. If students already have a casual dress policy, invite them to wear a hat, shorts or other attire that is normally not allowed. It also helps to remind the school that October is National Down Syndrome Awareness Month if you are planning an activity at that time of year.

A Letter Writing Assignment

Students can compete to see who receives a donation from the longest distance away. Ask them to write letters about the Buddy Walk to people or companies located out of your state or out of the country. The student who brings in a check from the farthest point wins a prize.

Get Your Company Involved

A district manager of a national retail chain encouraged her company to participate. The employees of each store challenged one another to form at least one team per store and raise money for Down syndrome. They had fun, raised money and increased morale all at once! Another way to have your company raise money is to have one (or more) "dress down days" with the money collected going towards the Buddy Walk.

Get Your Religious Organization Involved

Ask to put a poster on the bulletin board. See if an announcement can be made during a service. Leave a donation envelope in the coffee room or in the lobby. See if the youth group is looking for a social action activity.

Contact Your Child's Girl/Boy Scout Troop

Scouts could be eligible to earn a variety of badges by participating in a Buddy Walk. Scouts may also want to help set-up or teardown your event, so keep them in mind as volunteers as well.

Other ideas

Community activities: Car wash, a dog wash, garage sale, bake sale, "Dimes for Down Syndrome Day" at work, school or your local bank.

Places you go: Encourage walkers to get pledges from family, friends, colleagues, doctors, dentists, dry cleaners, hairdressers, and places where they are frequent patrons.

Selling items: Sell raffle tickets and hold drawings for items that were donated to you by friends or local companies. You can also make and sell Buddy Walk ribbons (in the blue and yellow Buddy Walk colors) and sell them for \$.50 or \$1.00 to increase awareness of your Buddy Walk. Try selling them in front of a busy supermarket or shopping mall.

How to Raise \$500 in a Week

Day	Outreach	Amount
1	Sponsor yourself for \$25	\$25
2	Ask three family members for \$25	\$75
3	Ask five friends to donate \$15	\$75
4	Ask five co-workers to sponsor you for \$10 (don't forget to ask about a matching gifts program!)	\$50
5	E-mail 15 contacts and ask for a \$10 donation	\$150
6	Ask your company for a \$75 contribution	\$75
7	Ask two businesses you frequent for \$25	\$50

Total: \$500

More Ideas

- Use incentive prizes to reward participants for their fundraising efforts. For example, if you raise \$50 you will earn a baseball hat, if you raise \$100 you will earn a tote bag, etc. Set a deadline so that your Walkers are motivated to raise money at a quicker pace (leverage the competitive spirit of your Walkers).
- Sell raffle tickets and hold a drawing (or drawings) for items that were donated by local organizations.
- Obtain small prizes (incentives) to give away as fundraising awards. For example, raising \$50 earns a baseball hat; raising \$100 earns a tote bag, etc. Set a deadline so that Walkers are motivated to raise money at a quicker pace.
- Work with local restaurants and stores to have a day or night each month where a portion of the proceeds will go to your team to raise money for your Buddy Walk. "Dining for Down syndrome" is becoming popular across the country!
- Sell Buddy Walk lollipops, cookies or other treats near the cash register at local businesses. This is a great way to satisfy a sweet tooth and raise awareness of your organization and event. The Luzerne County Down Syndrome Network has been very successful selling Buddy Walk lollipops at their local Wendy's restaurants and other smaller shops.
- Make and sell Buddy Walk ribbons (in the blue and yellow Buddy Walk colors) and sell them for \$.50 or \$1.00 to increase awareness of your Buddy
- Ask local businesses if you can place cans in their shops to raise "Dimes For Down syndrome" (or any spare change). Decorate the cans with DSAH logo, your team name, and information about the Buddy Walk (date, time, place) so people who drop in their change can learn more about the event.
- In your school, place of employment or house of worship, find out if you can have a special collection of spare change for the Buddy Walk

Press Release

7015 W. Tidwell • Suite 108
Houston • Texas • 77092
www.houstonbuddywalk.org

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

FOR IMMEDIATE RELEASE

Contact: Alejandra Lima
www.dsah.org
7015 W. Tidwell Bldg. G Suite 108 Houston, TX 77092
Phone: 713.682.7237
executivedirector@dsah.org
buddywalk@dsah.org

The Down Syndrome Association of Houston Celebrates the 11th Annual Houston Buddy Walk®

Houston, TX — May 2, 2011 — The Down Syndrome Association of Houston is celebrating its 11th Annual Buddy Walk® on **Saturday December 3 2011** in the Diamond Lot at The Minute Maid Park in Downtown Houston from **8am to 12pm**. Expected to attend are over 6,000 participants from the Houston and surrounding areas. The one-mile walk around the Minute Maid Park kicks off at 9:00 am. Following the Walk, participants will enjoy an afternoon of fun and celebration with live music, arts & crafts, games, clowns, refreshments and more.

This year registration to walk continues to be FREE but we are accepting donations to reach our goal. You can visit www.houstonbuddywalk.org to make a donation or register to walk.

For more information: www.houstonbuddywalk.org
Contact: executivedirector@dsah.org
Phone: 713.682.7237

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Team Sign Up

7015 W. Tidwell • Suite 108
Houston • Texas • 77092
www.houstonbuddywalk.org

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

Team Sign Up Sheet

If you or some of your walkers do not have access to a computer, you can use the attached Team Sign Up sheet to gather their information and register them.

There is a space for their personal contact info as well as for their shirts sizes and for their donation, if applicable. As a team captain, you are welcome to bring the information to the Resource Center on any of our Team Captain meetings to enter the information on-line.

We encourage all Team Captains to enter their walkers and donors on-line as soon as possible. This will allow us to order the correct amount of T-shirts and see if the team qualifies for any of the prize categories.

When you receive off-line donations (donations given to you in person) that HAVE NOT been put in the system (on-line), please take a moment to put them on-line so we can give the credit to the team when we get the money at the office.

If you have any questions on how to enter the donations or walkers, feel free to e-mail me at buddywalk@dsah.org

