



Dear Sir or Madam:

I am writing today to introduce you to Maine Down Syndrome Network's Buddy Walk, and to kindly request that you consider sponsoring this year's event.

The Buddy Walk was created in 1995 by the National Down Syndrome Society to promote awareness and acceptance of people with Down syndrome, and to raise funds for research, education, and advocacy programs. This year, there will be more than 250 walks, taking place all around the world. Maine Down Syndrome Network will host two walks this year on Sunday, September 28; one at Payson Park, in Portland, and the other at Capital Park, in Augusta. In addition to the walk itself, there will be many family friendly activities for the more than 500 people we expect to join us.

If you are interested in becoming involved with this year's Buddy Walk, I'd like to suggest a few different ways:

- Organize a company team to participate on September 28.
- Offer an in-kind donation of your products or services for the 2014 MDSN Buddy Walk. (May be included in day-of-walk raffles)
- Provide a monetary donation to fund ongoing projects and services provided by the Maine Down Syndrome Network and the National Down Syndrome Society.

Sponsorship levels, and the benefits to you, can be found on pages 2 and 3 of this packet. Please note that the deadline to be included on shirts is September 1, 2014.

Please make any checks payable to Maine Down Syndrome Network, and mail to P.O.Box 705, Windham, ME 04062.

I would love to answer any questions you may have, or provide further information. I can be reached at (866) 571-2223.

Sincerely,

Jen Sellwood
Buddy Walk Coordinator
Board Member



2014 Buddy Walk Sponsorship Opportunities

Platinum Level (one available) \$10,000

- “sponsored by” tagline on all promotional materials
- 20 free walk registrations (with t-shirts)
- First right of refusal for 2015 Buddy Walk
- Table for display in our information tent (materials provided by you)
- Representative may speak at podium
- Company banner displayed (provided by you)
- Corporate Mascot at event
- Group photo
- Company logo included on:
 - t-shirts
 - posters
 - brochures
 - reminder postcards
 - banners at events
 - MDSN website
 - MDSN firstgiving page
 - MDSN facebook page
 - MDSN tweets about event
 - Other advertising/press coverage



Gold Level (two available) \$5000

- 10 free registrations (with t-shirts)
- Table for display in our information tent (materials provided by you)
- Recognition from the podium
- Company banner displayed (provided by you)
- Group photo
- Company logo included on:
 - t-shirts
 - brochures
 - reminder postcards
 - banners at events
 - MDSN website
 - MDSN firstgiving page
 - MDSN facebook page

Silver Level (First 5 received) \$1000

- 3 free registrations (with t-shirts)
- Company Banner at event (provided by you)
- Group photo
- Company logo included on:
 - t-shirts
 - brochures
 - banners at events
 - MDSN website

Bronze Level (First 10 recieved) \$500

- Company Banner at event (provided by you)
- Company Name (no logo) on:
 - t-shirts (smaller font, as space permits)
 - brochure
 - MDSN Website

Blue Ribbon Level (unlimited) \$250

- Company Name (no logo) on:
 - t-shirts (smaller font, as space permits)
 - brochure
 - MDSN Website

Other sponsorship levels may be available. We also welcome in-kind donations. To discuss these options, please contact Jen Sellwood at jensellwood@dsmaine.org.

Please note:

Deadline for inclusion on t-shirts, brochures and other printed materials is **September 1, 2014**. (We must have check and company logo, preferably in vector format by then).



With the support of our sponsors, members and volunteers, Maine Down Syndrome is proud to have provided the following:

- Annual Buddy Walk to celebrate people with Down syndrome living in Maine
- Monthly support meetings for families
- Social gatherings and events for families
- Support for educators through Down Syndrome Specialist Program
- Donation of books containing current, positive information and imagery about Down syndrome to every public library in the state of Maine
- Information packets and supportive visits/phone calls to families with a new Down syndrome diagnosis
- Annual Conference for Families and Educators
- Legislative Advocacy at the state and federal levels
- Co-creation of Adaptive Dance program at Maine State Ballet
- Creation of a Challenger League t-ball program
- Sponsorship of the TWEEN program at STRIVE
- Scholarships for parents and educators to attend other local conferences and workshops
- Online discussion forum and website (facebook and twitter too!)
- Other events targeted at Moms, Dads, siblings

In order to continue to provide these much needed services and programs, we need your help! Please join us!