



**Montgomery Area Down Syndrome Outreach Group
Buddy Walk Program**

2017

Contact:

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Introduction

The Montgomery Area Down Syndrome Outreach Group is an affiliate of the National Down Syndrome Society (NDSS). The group consists of parents, family members and friends of individuals with Down syndrome. The group meets the second Friday of every month in Montgomery, Alabama.

Since 1979, NDSS has worked to achieve its vision of a world in which all people with Down syndrome have the opportunity to realize their life aspirations. NDSS is committed to being the national leader in supporting and enhancing the quality of life, and realizing the potential of all people with Down syndrome.

The **mission** of NDSS is to benefit people with Down syndrome and their families through national leadership in education, research and advocacy.

Education. With model programs, an award-winning Web site, national conferences, Information and Referral Center and more, NDSS provides targeted, in-depth information that meets the diverse needs of its constituents.

Research. The Society hosts international research conferences and is one of the largest private funders of Down syndrome research in the United States.

Advocacy. In cooperation with over 350 affiliate groups, NDSS influences important local and federal legislation, celebrates October as National Down Syndrome Awareness Month, organizes Buddy Walk events - the nation's largest advocacy walk for Down syndrome - and much more information on how you can become more involved with advocacy.

What is Down syndrome?

One in every 691 babies in the United States is born with Down syndrome, approximately 6,000 births per year. Today, there are more than 400,000 people with Down syndrome living in the United States. Down syndrome is a genetic condition that affects people of all ages, races and economic levels and is the most frequently occurring chromosomal abnormalities. It occurs when there are three, rather than two, number 21 chromosomes present in every cell of the body. Instead of the usual 46 chromosomes, a person with Down syndrome has 47. It is this additional genetic material that alters the course of development and causes the characteristics associated with the syndrome. Recent advances in our understanding of Down syndrome have resulted in dramatic improvements in the life span and potential of those who are affected.



The Buddy Walk Background

The Buddy Walk was developed in 1995 by the National Down Syndrome Society 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 and to raise money for research and education programs.

The Buddy Walk is a one-mile walk in which anyone can participate without special training. The walk has grown from 17 walks in 1995 to more than 260 across the country and around the world. Hundreds of thousands of people walk from coast to coast and around the world each year. The goal of the Buddy Walk is to promote understanding and acceptance of people with Down syndrome.

OCTOBER IS NATIONAL DOWN SYNDROME AWARENESS MONTH!

The Buddy Walk at a Glance

What: A major multi-site walking event occurring during the month of October, National Down Syndrome Awareness Month

Why: To raise more than \$13,000,000 to support local and national programs, and to promote acceptance and inclusion of all people with Down syndrome

How: Through individuals who seek donations from friends, families and co-workers to sponsor their participation in walks around the country

When: Throughout the month of October, National Down Syndrome Awareness Month, more than 250 Buddy Walks will occur across the country and abroad.

The 13th Annual Buddy Walk in Montgomery will be October 7 at the John Mark Stallings Football Field at Faulkner University. Registration will begin at 9:00 a.m. and the walk will begin at 11:00 a.m. There will be lunch and an awards presentation immediately following the walk.

Where: John Mark Stallings Football Field at Faulkner University

Audience: Last year alone, over 310,000 people participated in a Buddy Walk and collectively they raised nearly \$13 million to benefit local programs and services and NDSS national advocacy initiatives. Attendees included children, young adults and adults with Down syndrome, family members, friends, healthcare professionals, corporate teams and members of the community.



**Buddy Walk PRESENTING SPONSOR
\$5,000.00**

A Buddy Walk Presenting Sponsor provides the opportunity to support vital medical and developmental research, education and inclusion programs that will benefit all people with Down syndrome.

A gift at this level provides:

Corporate Advertising, On-Site Signage and Recognition

- Logo on billboards.
- Large logo on t-shirt.
- Sponsor-provided signage will be displayed.
- Event day recognition – sponsors will be recognized from the podium and any sponsor representatives will be introduced at the event. Sponsor representative will be presented a sponsorship award and have the opportunity to greet participants from podium.
- Sponsor-provided promotional materials will be distributed to participants at the event.
- Recognition in all Montgomery Area Down Syndrome Outreach Group distributions, mailings, website and advertisements.

Terms

- Contribution is a minimum of \$5,000.00 to benefit local and national education, research and advocacy programs.
- Give or arrange \$5,000.00 in contributions/in-kind donations or materials.

The Montgomery Area Down Syndrome Outreach Group is a 501(c)(3) organization.

Please note: All contributions received by July 21st will be guaranteed above benefits of sponsorship.



**Buddy Walk SUPPORTING SPONSOR
\$2,500.00**

A gift at this level provides:

Corporate Advertising, On-Site Signage and Recognition

- Logo on t-shirt.
- Sponsor-provided signage will be displayed.
- Sponsors will be recognized from the podium and any sponsor representatives will be introduced at the event.
- Sponsor-provided promotional materials will be distributed to participants at the event.
- Recognition in all Montgomery Area Down Syndrome Outreach Group distributions, mailings and website.

Terms

- Contribution is a minimum of \$2,500.00 cash to benefit local and national education, research and advocacy programs.
- Give or arrange \$2,500.00 in contributions/in-kind donations or materials.

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**Buddy Walk EVENT SPONSOR
\$1,000.00**

A gift at this level provides:

Corporate Advertising, On-Site Signage and Recognition

- Company name on t-shirt.
- Sponsor-provided signage will be displayed.
- Sponsors will be recognized from the podium and any sponsor representatives will be introduced at the event.
- Sponsor-provided promotional materials will be distributed to participants at the event.
- Recognition in all Montgomery Area Down Syndrome Outreach Group distributions, mailings and website.

Terms

- Contribution is a minimum of \$1,000.00 cash to benefit local and national education, research and advocacy programs.
- Give or arrange \$1,000.00 in contributions/in-kind donations or materials.

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**Buddy Walk PARTNER
\$500.00**

A gift at this level provides:

Corporate Advertising, On-Site Signage and Recognition

- Sponsor-provided signage will be displayed.
- Sponsors will be recognized from the podium and any sponsor representatives will be introduced at the event.
- Sponsor-provided promotional materials will be distributed to participants at the event.
- Recognition in all Montgomery Area Down Syndrome Outreach Group distributions, mailings and website.

Terms

- Contribution is a minimum of \$500.00 cash to benefit local and national education, research and advocacy programs.
- Give or arrange \$500.00 in contributions/in-kind donations or materials.

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2017 Buddy Walk Sponsorship Agreement Form



Sponsor Name

Contact Name

Address

City

State

Zip

Phone

Fax

E-Mail

Yes! You can count on my support for the 2017 Buddy Walk in the following area(s):

Presenting Sponsor – \$5,000

(Please check all that apply:)

- A representative from my company will be present at the Buddy Walk to accept a recognition award.
Name: _____
- I will need a booth to distribute promotional material during the Buddy Walk.
- I will provide a sign to display during the Buddy Walk.

Supporting Sponsor – \$2,500

(Please check all that apply:)

- A representative from my company will be present at the Buddy Walk to accept a recognition award.
Name: _____
- I will need a booth to distribute promotional material during the Buddy Walk.
- I will provide a sign to display during the Buddy Walk.

Event Sponsor – \$1,000

(Please check all that apply:)

- A representative from my company will be present at the Buddy Walk to accept a recognition award.
Name: _____
- I will need a booth to distribute promotional material during the Buddy Walk.
- I will provide a sign to display during the Buddy Walk.

Buddy Walk Partner – \$500

(Please check all that apply:)

- A representative from my company will be present at the Buddy Walk to accept a recognition award.
Name: _____
- I will need a booth to distribute promotional material during the Buddy Walk.
- I will provide a sign to display during the Buddy Walk.

Organize a Team – Please send me an event brochure, including a Pledge and Registration Form, to:

_____ please include mailing address

Please make all checks payable to the Montgomery Area Down Syndrome Outreach Group (MADSOG) and mail to 136 Spears Crossing, Millbrook, AL 36054, by July 21, 2017.