

# PARTNERSHIP OPPORTUNITIES

DOWN SYNDROME OF LOUISVILLE

*kindness*  
WARRIOR™  
WALK



October 5, 2024



Event Contact: Karen Sisson  
502.495.5088 or [Karens@dsoflou.org](mailto:Karens@dsoflou.org)  
Down Syndrome of Louisville is a registered 501-C3  
Tax ID: 61-1214126

# Why Partner with us?



From the moment a family first learns their child is going to be differently abled to the moment that same child begins school and then goes on to graduate, we are there.

To Support, To Educate, and To Advocate

We are there for the celebrations, the milestones, the tough days and the great ones...providing the tools, techniques, and services our members need to reach their full potential.

We fundraise to ensure our members have the opportunity to live and to thrive in their local community and 100% of funds raised stay in the Kentuckiana area.

## Who We Influence



**36,000 Subscribers**

We actively communicate with our subscribers, informing them of upcoming events, member success stories, and other relatable content.



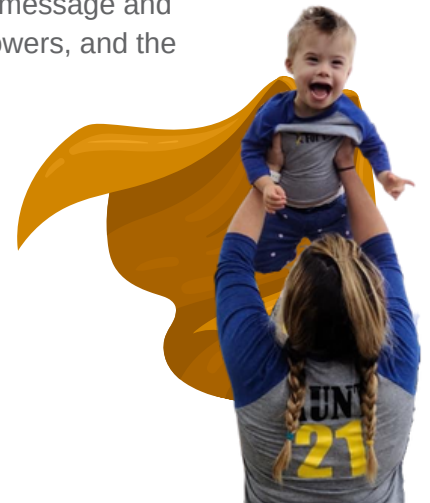
**54,000 + Social Media Followers & Growing**

We engage regularly across various social media platforms. We use social media posts, videos, contests, and content such as event promotion and member success stories to ensure our message and our memories are visible to our sponsors, donors, followers, and the families we service.



**Social Media Impressions**

Organic Reach: 39,941,137  
Post Engagement: 3,298,112  
New Followers: 5,629  
Total Shares: 21,329  
Link Clicks: 2,231





### **Presenting Partner (1 available) - \$7,500 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on all print and electronic communications
- Company name and/or logo prominently displayed on back of event t-shirt
- Company logo prominently displayed on banner in central area (furnished by DSL)
- Recognition from DSL and opportunity for welcome message by company spokesperson at event
- Company name and/or logo listed on all print and electronic communications
- Kindness Warrior Walk Team set up by DSL
- Complimentary vendor booth in the vendor village
- (20) complimentary t-shirts

### **Entertainment Partner (1 available) - \$6000 Commitment**

- Company name and/or logo displayed prominently on back of event t-shirt
- Company logo on banner on the stage during the event (furnished by sponsor)
- Recognition from DSL and opportunity for company spokesperson to address the crowd at the event
- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Kindness Warrior Walk Team set up by DSL
- Complimentary vendor booth in the vendor village
- (15) complimentary t-shirts

### **Platinum Partner (3 available) - \$5,000 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company name and/or logo displayed beneath presenting sponsor on back of event t-shirt
- Company logo prominently displayed in central area (furnished by DSL)
- Recognition from DSL at the event
- Complimentary vendor booth in the vendor village
- (10) complimentary t-shirts

### **Gold Partner (3 available) - \$3,000 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company name and/or logo displayed beneath Platinum Sponsor on back of event t-shirt
- Company logo prominently displayed at event
- Recognition from DSL at the event
- Complimentary vendor booth in the vendor village
- (5) complimentary t-shirts

### **Silver "Party Zone" Partner (2 Available) - \$2,500 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company name and/or logo displayed beneath Gold Level Partners on back of t-shirt
- Company logo prominently displayed at event and in Party Zone
- Complimentary vendor booth in the vendor village
- (4) complimentary t-shirts



## **Bronze “Family Zone” Partner (3 Available) - \$2,000 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company name and/or logo listed below the Silver level sponsors on back of event t-shirt
- Company logo prominently displayed at event Family Zone
- Complimentary vendor booth in the vendor village
- (3) complimentary t-shirts

## **Start or Finish Line Zone Partner (2 Available) - \$2,000 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company name and/or logo listed below the bronze level sponsors on back of event t-shirt
- Company logo displayed at event and at start or finish line
- Complimentary vendor booth in the vendor village
- (2) complimentary t-shirts

## **Sprint Partner (2 Available) - \$1,500 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company name and/or logo listed on event t-shirts
- Company banner displayed at event (furnished by partner)
- Complimentary vendor booth in the Vendor Village
- (2) complimentary t-shirts

## **Watering Station Partner (2 Available) - \$1,250 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company name and/or logo listed on event t-shirt
- Company logo displayed at event
- Complimentary vendor booth in the vendor village
- (2) complimentary t-shirts

## **T-Shirt Back Partner (Unlimited) - \$1,000 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company name and/or logo listed on event t-shirt
- Company banner displayed at event (furnished by sponsor)
- Complimentary vendor booth in the vendor village
- (2) complimentary t-shirts

## **Infant T-Shirt/Onesie Partner (1 Available) - \$800 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company name and/or logo on the back of the infant/onesie ONLY
- Company banner displayed at event (furnished by sponsor)
- Complimentary vendor booth in the vendor village
- (2) complimentary t-shirts
- (1) Onesie





### **DSL Welcome Table Partner (1 Available) - \$500 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company logo displayed at event

### **DSL Info/Volunteer Table Partner (2 Available) - \$500 Commitment**

- Personalized social media posts across various outlets
- Company name and/or logo listed on event website with hyperlink
- Company name and/or logo listed on select print and electronic communications
- Company logo displayed at event

### **For-Profit Vendor Booth (Unlimited) - \$200 Commitment**

- Commitment due September 18, 2024
- Opportunity to promote products or services to approximately 2,500 attendees
- Opportunity to increase local and regional brand awareness
- One complimentary 8-foot table and two folding chairs provided

### **Non-Profit Vendor Booth (Unlimited) - \$100 Commitment**

- Commitment due September 18, 2024
- Opportunity to promote products or services to approximately 2,500 attendees
- Opportunity to increase local and regional brand awareness
- One complimentary 8-foot table and two folding chairs provided

### **Walk Sign Partner - \$125 Commitment**

- Commitment due September 18, 2024
- One - 18x24 inch sign with company name or logo on sign
- Opportunity to increase local and regional brand awareness

### **Food and Beverage Donor - Item Donation Based**

- Opportunity to increase local and regional brand awareness
- Opportunity to bring approved company signage
- One complimentary 8-foot table and two folding chairs provided







## 2024 Partnership Commitment Form

### Partnership Levels:

<input type="checkbox"/> Presenting Sponsor	\$7500
<input type="checkbox"/> Platinum Sponsor	\$5000
<input type="checkbox"/> Gold Level Sponsor	\$3000
<input type="checkbox"/> Silver "Party Zone" Sponsor	\$2500
<input type="checkbox"/> Bronze "Family Zone" Sponsor	\$2000
<input type="checkbox"/> Start/Finish Line Sponsor	\$2000
<input type="checkbox"/> Spirit Sprint Sponsor	\$1500
<input type="checkbox"/> Watering Hole Sponsor	\$1250
<input type="checkbox"/> T-Shirt Back Sponsor	\$1000
<input type="checkbox"/> Infant Onesie Sponsor	\$800
<input type="checkbox"/> Memorial Path Sponsor	\$500
<input type="checkbox"/> DSL Welcome Table Sponsor	\$500
<input type="checkbox"/> DSL Info/Volunteer Table Sponsor	\$500
<input type="checkbox"/> <b>For-Profit</b> Vendor Booth Sponsor	\$200
<input type="checkbox"/> <b>Non-Profit</b> Vendor Booth Sponsor	\$100
<input type="checkbox"/> Walk Sign Sponsor	\$125
<input type="checkbox"/> Food & Beverage Donor	See Notes
Please specify item(s) being donated	



### Payment Information:

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
(as it should appear in print)

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

☐ Bill me at the address above

☐ Charge my credit card

☐ I have enclosed a check payable to  
Down Syndrome of Louisville

Card Type: ☐ Mastercard ☐ Visa ☐ AMEX ☐ Discover

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Email or mail this form to:  
Down Syndrome of Louisville  
C/O: Karen Sisson

5001 South Hurstbourne Parkway Louisville, KY 40291  
Karens@dsoflou.org