



celebrating
30TH ANNUAL
Awareness Walk

CELEBRATING **30 YEARS** OF IMPACT!



Down Syndrome Association of Wisconsin

2026 Partnership Opportunities

Our Mission

The Down Syndrome Association of Wisconsin empowers people with Down syndrome and other developmental disabilities by raising awareness, fostering acceptance, and providing assistance to individuals and families - building stronger, more connected communities



SCAN TO
LEARN
MORE

Dear Friend of DSAW,

This year, we're celebrating **30 years of impact, connection, and community** through the Down Syndrome Association of Wisconsin's Awareness Walk and we're marking the milestone with a **30th Birthday Party to remember**.

We invite you to partner with us for the **30th Annual Statewide Awareness Walk on Sunday, September 27, 2026, at the Milwaukee County Zoo**. As our largest annual event, the Walk brings together more than 2,500 attendees for a day of celebration, visibility, and connection.

From family-friendly activities to our inspiring 21 Showcase, this event highlights the incredible individuals we serve while creating meaningful moments for families across Wisconsin. This year's 30th celebration will bring even greater energy, visibility, and opportunity for our partners to be part of something truly special.

As a partner, your organization will be recognized as part of this milestone celebration while connecting directly with families, community members, and advocates across the state. It's an opportunity to align your brand with inclusion, community impact, and a mission that resonates far beyond event day.

Your partnership directly supports programs that help individuals with Down syndrome build independence, form connections, and thrive in their communities, today and for years to come. To participate, please complete and return the enclosed marketing agreement. If you have any questions or would like to discuss sponsorship benefits, feel free to contact Katie Gleason at kgleason@dsaw.org

Join us in celebrating 30 years, and shaping what comes next.

Thank you for your partnership.



Dawn Nuoffer
President/CEO
Down Syndrome Association of Wisconsin

P.S. Please consider attending the Walk or forming a Walk team with your organization/staff! We have so much fun!



30th Annual Awareness Walk Sponsorships

Sponsor Benefits	Headline \$40,000	Platinum \$25,000	Diamond \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Friend \$1,000
Naming rights to the Walk	✓						
Featured mention in radio advertisements	✓						
Logo on event yard signs distributed to registrants	✓	✓					
Logo placed on all pre-event materials	✓	✓					
Logo placed in DSAW's Annual Calendar	✓	✓					
Representative to speak during opening ceremonies	✓	✓	✓				
Logo featured on digital month-long billboard in Milwaukee	✓	✓	✓				
Sponsor individual(s) with Ds as they walk the "21" Showcase red carpet	✓	✓	✓				
Optional company banner (supplied by sponsor)	✓	✓	✓				
Sponsored Walk e-blasts with logo on top	✓	✓	✓	✓			
Prominent feature in event press release	✓	✓	✓	✓	✓		
Recognition in all media opportunities	✓	✓	✓	✓	✓		
Vocal mention in opening ceremonies	✓	✓	✓	✓	✓		
Company sign at opening ceremonies	✓	✓	✓	✓	✓		
Company sign at registration	✓	✓	✓	✓	✓	✓	
Sponsored blog post opportunity	✓	✓	✓	✓	✓	✓	
Future VIP reception with DSAW leadership	✓	✓	✓	✓	✓	✓	✓
Complimentary promotional booth	✓	✓	✓	✓	✓	✓	✓
Company sign displayed on Walk grounds	✓	✓	✓	✓	✓	✓	✓
Social media posts highlighting your company	✓	✓	✓	✓	✓	✓	✓
Year-long recognition through press release, Annual Report, newsletters, website, social media	✓	✓	✓	✓	✓	✓	✓
Logo with link placed on Walk and DSAW websites	✓	✓	✓	✓	✓	✓	✓
Company logo feature on back of event t-shirts	✓	✓	✓	✓	✓	✓	✓
Company spotlight in monthly DSAW newsletter	✓	✓	✓	✓	✓	✓	✓

SPECIAL: SPONSOR A SIGN WITH A DS FACT AT THE WALK FOR ONLY \$500
 DSAW loves to hear from our sponsors on other cross-promotional ideas you might have!
 DSAW, Inc. | 1214 Kavanaugh Pl. Wauwatosa, WI 53213 | (414) 327-3729 | www.dsaw.org



Yes! I want to support the Down Syndrome Association of Wisconsin in 2026!

Organization _____
Name _____
Contact Person _____ Title _____
Work Phone _____ Mobile Phone _____
Contact for Walk Team (if different than above) _____
Business Street Address _____
City _____ State _____ Zip _____
Email Address _____
Raffle Basket Donation? Y / N Donation/Value: _____

Payment Types (circle):
Check Enclosed | Send Invoice | Credit Card (please enter online)

Sponsorship Amount: _____

I/We give permission to DSAW to use our/my name and logo as a sponsor for the event chosen above for all event materials.

Signature _____ Date _____

Please send completed form and preferred logo to:

DSAW - Attn: Katie Gleason
1214 Kavanaugh Place, Wauwatosa, WI 53213
Or email: Katie Gleason - kgleason@dsaw.org
Questions call 414-327-3729



Or scan the QR Code with your phone to pay your sponsorship online. Please click "corporate gift" on the 2nd page of the donation form. Once complete mail or email this form to the address on the left.

Marketing Purpose: The purpose of the event is to benefit the Down Syndrome Association of Wisconsin's programs and services and to advance its non-profit mission. DSAW must receive this agreement form before August 21st, 2026 in order for your company to receive full sponsorship recognition.

Thank You For Your Sponsorship!