Celebrating 25 years!

Walk Packet

SATURDAY

OCTOBER 26, 2019

ARROWHEAD STADIUM

What’s a Walk Team?

Are you ready to STEP UP FOR DOWN SYNDROME? The Step Up For Down Syndrome Walk will take place at Arrowhead Stadium on Saturday, October 26, 2019. The Step Up Walk provides the entire community the opportunity to celebrate individuals with Down syndrome and their families. The event promotes the acceptance of all people with Down syndrome. There are over 280 Down syndrome walks held worldwide. Kansas City is proud to be home to one of the largest walks in the nation! In 2018, we welcomed 337 teams consisting of 5,200+ participants and raised over $535,000!

Making a walk team is the perfect way to honor your loved one with Down syndrome. This packet is designed to help you understand the walk and how to form a team. The walk consists of a one mile walk around the perimeter of Arrowhead Stadium.

We have entertainment for all ages including: pony rides, moon walks, mechanical rides, carnival games, and more.

A walk team can consist of your immediate family or 200 of your closest friends, family and neighbors. Most teams choose a name which honors their loved one with Down syndrome. Your team name will appear across the back of your T-shirt with pride. Some examples of team names include: Noah’s Angels, Sophie’s Trophies, A Mile for Meredith,Hola Lola!, Drew’s Crew, Ali’s Army, and Sierra’s Pack of Nuts.

There is no requirement to raise funds to participate in the walk, but we encourage you to take a look at our NEW incentive plan. The only requirement is that each person on your team pay the applicable registration fees to walk and sign the waiver of liability form. If you are not sure who to ask to be on your team, just look around you. Invite your neighbors, family, teachers, co-workers, doctor, dentist, church family, mechanic or other people you interact with on a regular basis. You will probably be pleasantly surprised by the show of support you receive.

The number one reason people don’t donate is because they were not asked!
The 2019 Step Up for Down Syndrome Walk will be our 12th year participating in the event as team Smilin' Spence. My husband and I will also be celebrating 17 years of marriage on October 26th so it will be a very special day.

The first year we walked was 2008, when it was still called the Buddy Walk. Our son, Spencer, was just five months old. My husband and I were sleep deprived with a newborn and toddler at home so we showed up to the walk without a pop-up tent or table, but we did have coffee and bagels and lots of support from friends and family. We knew then that this was going to be something we participated in every year. The love and support we felt that day from the DSG community was overwhelming.

Since then, we have become much better at hosting the Smilin' Spence team. We have participated every year and many of our out of town friends and family put it on their calendar early in the year to plan for their travel. The Down Syndrome Guild does a fantastic job of consistently making it a fun, family friendly event, from the pony rides, bouncy houses, the music, the food (lots and lots of food) and so much more.

As a parent with a kid with Down syndrome, you often feel alone. The walk provides an opportunity to see and meet other parents. Every year our hearts are full after spending the day at the SUFDS walk, celebrating with loved ones and thousands of people who are as fortunate as we are to know and love someone with Down syndrome.

We hope to see you on October 26th at Arrowhead Stadium.

Dave, Theresa, Elsa and Spencer Thornhill

As a parent with a kid with Down syndrome, you often feel alone. The walk provides an opportunity to see and meet other parents.
The Down Syndrome Guild strives to continue to serve our community with high quality programs by providing:

- Public awareness
- Public education
- School age programming
- Volunteer opportunities

**THESE PROGRAMS INCLUDE:**

- Our new baby welcome baskets
- Our partnership with Children's Mercy Hospital residents
- Our community partnerships such as with the Royals KCrew

The DSG also hosts annual family events such as the Weston Red Barn Farm, a Holiday Party, Prom and celebrating World Down Syndrome Day on March 21 every year.

The DSG partners with 18 school districts and over 200 educators, therapists and service providers. These professionals attend our Teacher Seminar Series throughout the school year.

DSG provides public awareness, public education, school age programming, and volunteer opportunities.
How to recruit your team and raise awareness

Start with the people who are nearest and dearest to you, then work outwards to others.
- Family Members
- Friends
- Neighbors
- Business Associates
- Others in the community (hairdresser, grocer, doctor, dentist, etc.)
- Businesses where you spend money frequently

Contact potential teammates in person or by phone if possible. Email and letters are good alternatives for those people you can’t reach directly. Personalize your approach by asking them to help you support this important cause.

Explain to them why it’s important to you and how you became involved with the Step Up for Down Syndrome Walk. Encourage your teammates to spread the word and invite others to join your team or start a walk team of their own.

When you have your team assembled, hold a team get together. Get everyone involved and progressing and give them advice and encouragement. You might also consider providing your team members with a photo of your buddy to accompany any pledge envelopes they are using.

Remember that everyone on your team will have a greater awareness and appreciation for Down syndrome after attending the Step Up for Down Syndrome Walk with you!

How to raise $250 in only ten days!

| Day 1: | Make a personal $25 contribution. | +$25 = $25 |
| Day 2: | Ask your significant other for $15 contribution. | +$15 = $40 |
| Day 3: | Ask your mom or dad for $15 contribution. | +$15 = $55 |
| Day 4: | Ask a friend for $15 contribution. | +$15 = $70 |
| Day 5: | Ask your boss for $25 contribution. | +$25 = $95 |
| Day 6: | Ask three co-workers for $15 contribution. | +$45 = $140 |
| Day 7: | Ask your sister or brother for a $15 contribution. | +$15 = $155 |
| Day 8: | Ask your in-laws for a $15 contribution. | +$15 = $170 |
| Day 9: | Ask two neighbors for $15 contribution. | +$30 = $200 |
| Day 10: | Ask a business owner of somewhere you spend money for a $50 contribution. | +$50 = $250 |

Don’t forget to ask if your company has a matching gift program!
How to raise $250 in only ten days!

How much fun is the walk, anyway?

Don’t miss one of the largest celebrations of Down syndrome in the nation!

5,200+ attendees

$535,000 raised.

337 teams

Will you be there to help us cross the finish line on October 26th?

Celebrating 25 years!
# 2019 Sponsorship Opportunities

## Platinum Sponsorship: $15,000

**Platinum Sponsor** - Includes the following at Step Up Walks in Kansas City and Columbia (optional), and expects to reach over 1,500,000 people.

### Pre/Post Event Benefits
- Public relations opportunities with DSG (television and/or radio interviews)
- Company logo on over 250 Team Videos, estimated to reach over 1,500,000 people
- Marketing opportunities at t-shirt pickup day on October 19th at DSG (attended by approximately 500 people)
- Company logo on Walk website (accessed by over 7,500 people)
- Company logo on DSG website and 2-page spread in company newsletter (received by over 3,000 households)
- 6 targeted company social media posts and tags on DSG social media outlets (over 13,000 followers)
- Sponsor E-blast to DSG community
- Additional promotional/marketing ideas considered and welcomed
- Follow up meeting to include analytics of number of impressions with sponsor logo/information

### Event Day Benefits
- Opportunity to join DSG at any available television or radio interviews
- Up to 30’x 30’ space in premier vendor location, allowing opportunity to engage with over 10,000 people
- Giveaways at event (optional)
- Photo opportunities created to use in company marketing materials
- Check presentation at event
- Raffle item to be awarded on stage after check presentation (optional)
- Signage along walk path
- Giveaway at finish line to individuals/families (coupon, gift card, etc.) (optional)
- DSG will collaborate with company for a sponsor-desired action step from attendees
- Other promotional/marketing ideas considered

## Gold Sponsorship: $10,000

**Gold Sponsor** - Includes the following at Step Up Walks in Kansas City and Columbia (optional), and expects to reach over 70,000 people.

### Pre/Post Event Benefits
- Marketing opportunities at t-shirt pickup day on October 19th at DSG (attended by approximately 500 people)
- Company logo on Walk website (accessed by over 7,500 people)
- 4 targeted company social media posts and tags on DSG social media outlets (over 13,000 followers)
- Company logo on DSG website and 1-page spread in company newsletter (received by over 3,000 households)
- Sponsor E-blast to DSG community
- Follow up meeting to include analytics of number of impressions with sponsor logo/information

### Event Day Benefits
- Up to 20’ x 20’ vendor space in secondary vendor location, allowing opportunity to engage with over 10,000 people
- Giveaway at event (optional)
- Check presentation
- Logo on back of shirt (near top of shirt)
- Signage along walk path
- Giveaway at finish line to individuals/families (coupon, gift card, etc.) (optional)
- DSG will collaborate with company for a sponsor-desired action step from attendees
- Other promotional/marketing ideas considered

## Silver Sponsorship: $5,000

**Silver Sponsor** - Includes the following at Step Up Walks in Kansas City and Columbia (optional), and expects to reach over 50,000 people.

### Pre/Post Event Benefits
- 2 targeted company social media posts and tags on DSG social media outlets (over 13,000 followers)
- Marketing opportunities at t-shirt pickup day on October 19th at DSG (attended by approximately 500 people)
- Sponsor E-blast to DSG community
- Follow up meeting to include analytics of number of impressions with sponsor logo/information

### Event Day Benefits
- 15’ x 15’ space at Walk, allowing opportunity to engage with over 10,000 people
- Giveaway at event (optional)
- Logo on back of t-shirt
- Signage along walk path
- Giveaway at finish line to individuals/families (coupon, gift card, etc.) (optional)
- DSG will collaborate with company for a sponsor-desired action step from attendees
Celebrating 25 years!

Important deadlines to know!

**Deadline**

- **Team T-shirt deadline.**
- **Registration forms due.**
- **Submit T-shirt tally sheet.**
  (last day to get name on back of team T-shirt.)

- **T-shirt pick up and fund raising prize deadline.**
  - Pick up team T-shirts for all pre-registered team members.
  - Turn in any donations to count towards fundraising incentives.

- **Step Up for Down Syndrome Walk**
  - Registration onsite is open from 10:00 am to 1:30 pm.
  - Bring any remaining donations with you to the walk.

**Location**

- **DSG Center**
- **DSG Center**
- **Arrowhead Stadium Lot C**

**Wednesday**

**Sept 25**

by **5:00 pm**

**Saturday**

**October 19**

9:00 am - 1:00pm

**Saturday**

**October 26**

10:00 am - 2:00 pm

Online registration makes it easy!

It’s easy and fun!

- Allows participants to register online as an individual walker or as a member of a team.

Build your own web page!

- Once participants register they have access to a personal fundraising page which they can customize by editing text, adding pictures and sending social media posts (Facebook & Twitter).
- Fundraisers can also send a personal email and include a direct link to their fundraising page.

Send emails!

- A participant can send a personal email and include a direct link to their fundraising page to solicit pledges and share why you are supporting the Step Up Walk. People you solicit will be able to donate online to your team total.

Check your team’s progress.

- Each participant can view the total funds raised for the team and send out thank you emails.

PLEASE use the online system whenever possible.

- Your team can track its progress towards fundraising, identify donors on an honor roll and send email updates very quickly to keep everyone on your team in the loop.

Register team at: [www.my.kcdsg.org/stepup](http://www.my.kcdsg.org/stepup)

What if I do not have access to a computer or am not technologically savvy?

- We recognize not everyone has access to a computer or wants to register or donate online. You can register and collect pledges using the paper form found on the inside of this year’s walk brochure.

Still nervous about online registration?

Please call us at 913-384-4848.
Step Up Walk Team Incentives: New this year!

We developed new walk team incentives this year. These incentives will make your walk day experience the best it can be, so that you, your family and your team members can relax and celebrate your loved one with Down syndrome. Every donation and or registration made to a walk team will count towards the overall team total. Below are eight fundraising incentive levels for this year’s walk.

A. $300: Your Step Up Walk Team Page & Story
All Step Up Walk teams that raise $300 will have their individual with Down syndrome life story professionally written for their Step Up walk team and social media pages. The level also includes a personalized email template, video editing service, copywriting service to help frame your child’s story, thank you message and vanity URL. The last day for teams to receive this incentive level is September 25, 2019.

B. $750: Preferred Parking at the Step Up Walk
All Step Up Walk teams that raise $750 will be awarded three (3) preferred parking passes for closer access to the event. Preferred parking will be clearly marked in Lots B & D. This level includes everything listed above.

C. $1,500: Tent Set Up at the Step Up Walk
All Step Up Walk teams that raise $1,500 will have their personal pop up team tent set up and ready when your team arrives. Tents will need to be dropped off at DSG on walk t-shirt pick up day, October 19. This level includes everything listed above.

D. $3,000: Fast Pass for Two
All Step Up Walk teams that raise $3,000 will receive a Fast Pass wristband for the individual with Down syndrome and a buddy to have fast access to all of the inflatables and mechanical rides offered. This level includes everything listed above.

E. $5,000: Concierge Service at the Step Up Walk
All Step Up Walk teams that raise $5,000 will receive special concierge service. Your Step Up Walk concierge will bring lunch to your team. Make a positive and stress free impact on your (and your guests) Step Up Walk day experience with your private concierge. No more waiting in food lines. Beverages (water), plates, napkins & utensils will be delivered by the concierge. Lunch will be served to your tent between 11:00am-12:00pm. Your concierge will dispose of all trash for your team. This level includes everything listed above.

F. $7,500: Professional Tent Set Up at the Step Up Walk
All Step Up Walk teams that raise $7,500 will get a 20x20 tent for the day. This level includes everything listed above.

G. $10,000: Tables & Chairs Ready for You
All Step Up Walk teams that raise $10,000 will receive (6) six foot tables and 36 chairs. Tables and chairs will be set up under your tent and ready for you the morning of the walk. This level includes everything listed above.

H. $15,000+: DSG City Wide Exposure!
All Step Up Walk teams that raise $15,000 + will receive city wide, marquee exposure alongside the DSG brand! DSG will also host a photo shoot for your individual with Down syndrome. Professional photos taken will be featured within DSG printed and online marketing materials for 2020. This includes but is not limited to the following:

- The Step Up Walk brochure for 2020
- DSG annual report, DSG website, programming publications
- The overall top fundraising team will be represented on the front of the 2020 Step Up Walk brochure
- Your team(s) will start/lead the 2019 Step Up Walk

Top Team Awards:
Top fundraising teams and teams with the most registered walker will receive a vinyl banner, custom printed with your team name, to display proudly during the walk. The banner is yours to keep.

Categories include the following:

- Top new team (new in 2019) that raises the most money
- Top pre-existing team that raises the most money
- Top new team (new in 2019) with the most registered walkers
- Top pre-existing team with the most registered walkers

FAQs about the Walk

**Does the registration fee apply to kids?**
Yes, this helps us cover the costs of t-shirts, entertainment, food/beverage, tents, chairs etc.

**Do I have to pay registration for my team member who has Down syndrome?**
Yes, people with Down syndrome who are three years of age or older are required to pay the registration fee.

**Do my team members need to stop at the registration table the day of the walk?**
Team captains can alleviate a lot of waiting in line for their team members by picking shirts up at the DSG center the week before the walk. We recommend you pick a designated meeting spot for your team to pass out shirts at the stadium.

**When should I tell my team to get to the stadium?**
There is so much to do at the walk, we advise you to tell your team to arrive at Arrowhead Stadium no later than 10:00 am. The walk begins at 1:30 pm; you will want to play the carnival games, visit booths and eat before the walk starts.

**Does the walk happen rain or shine?**
While we never hope to have it rain on our parade, we host the walk regardless of the weather!

**What should we bring with us to the walk?**
Bring any donations you have yet to turn in, lawn chairs, a tent if you would like to sit in the shade, a cooler of goodies (we provide food but you may want to bring extras of what your family likes just in case), wear your walk t-shirt(s) and enjoy the day!

**How are funds raised at the walk used?**
All money raised goes to the Down Syndrome Guild. Proceeds fund a variety of programs and services to benefit people with Down syndrome and their families. To learn more about the DSG please visit www.kcdsg.org.