



June, 2010

Dear Friend of the Down Syndrome Guild of Southeast Michigan,

We invite you to become part of the 6th Annual Southeast Michigan Buddy Walk™, to be held on **Saturday, October 9, 2010 at the Palace of Auburn Hills**. The Southeast Michigan Buddy Walk is sponsored by Down Syndrome Guild of Southeast Michigan (DSG) — a local non-profit, which provides support, education and advocacy for people with Down syndrome, their families and communities. Your support can play a vital role in celebrating the abilities and accomplishments of people with Down syndrome throughout our community!

Our 2009 Buddy Walk was a huge success with over 74 teams, 900 walkers and 50 volunteers! The funds raised at our Buddy Walk stayed local to support the services and programs provided by the DSG. The DSG serves Southeast Michigan, including Wayne, Washtenaw, Oakland, Macomb, St. Clair, Livingston, Monroe, Lapeer and Genesee counties. We serve over 250 individuals with Down syndrome of all ages, 900 family members, over 200 local professionals.

**The Down Syndrome Guild needs your financial support for the  
2010 Southeast Michigan Buddy Walk at the Palace of Auburn Hills on October 9**

We ask you to consider being a corporate sponsor for the Southeast Michigan Buddy Walk by financially supporting our organization. There are many levels of sponsorship for this year's event (see attached).

**Our Core Programs include:**

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• New parent and pediatrician information packets</li><li>• Scholarships for families in need</li><li>• Down Syndrome Specialists for multiple Southeast Michigan school districts</li><li>• An educational lending library</li></ul> | <ul style="list-style-type: none"><li>• Family and support events</li><li>• Medical outreach partnerships &amp; meetings</li><li>• Educational seminars and conferences</li><li>• Playgroups promoting social development</li><li>• A bi-monthly newsletter &amp; website</li></ul> |
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Your 100% tax deductible sponsorship will contribute greatly to the stability of our current programs, while allowing much needed expansion of new programs to benefit our members and community. We look forward to crossing the finish line in 2010 with your help.

Thank you for considering this request. If you have any questions, I can be reached at 586-530-6115 for more information. Please also visit [www.dsgsemi.org](http://www.dsgsemi.org) for more information on our organization.

Sincerely,

Jorja Rapelje-Frank  
2010 Southeast Michigan Buddy Walk Event Coordinator

29688 Telegraph Road  
Suite 200  
Southfield, MI 48034

248.327.6154 phone  
877.487.4905 toll free  
248.327.6227 fax  
[www.dsgsemi.org](http://www.dsgsemi.org)



## 2010 Southeast Michigan Buddy Walk Sponsorship Packages

Sponsorship Benefits Include:	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500
Level Sponsor Corporate logo on T-shirt	X	X	X	X	X
Company name and logo featured on Buddy Walk page of the DSG website	X	X	X	X	X
Corporate logo on Buddy Walk Stage at event	X	X	X	X	X
Option to include your promotional items in the goody bag	X	X	X	X	
Corporate logo on Buddy Walk marketing materials	X	X	X	X	
Opportunity to host one of the two pit-stops - a great advertising opportunity!	X	X	X	X	
Up to 20 tickets to Detroit Pistons Event (November 7)	X	X	X		
Signage at start/finish and along the walk route	X	X	X		
Half Page in DSG newsletter (circulation 1,000)	X				
Award Ceremony recognition and team award naming opportunity	X				
Recognition as Sponsor in Public Service Announcement by Detroit Pistons	X				
Quarter Page Ad in DSG newsletter (circulation 1,000)		X			

For questions regarding these opportunities, please contact Paulette Duggins at 248-250-1297 or email [dugginsp@att.net](mailto:dugginsp@att.net)  
Please return your completed form via fax: 248-327-6227 or mail to: DSGSEMI 29688 Telegraph Road Suite 200, Southfield, MI 48034

Learn more about our organization at [www.dsgsemi.org](http://www.dsgsemi.org)



# Sponsorship Commitment Form

Fax to 248-327-6227 or email to [Buddywalk@dsgsemi.org](mailto:Buddywalk@dsgsemi.org) by June 25, 2010

**Check appropriate level**

- Platinum Sponsor @ \$7,500
- Gold Sponsor @ \$5,000
- Silver Sponsor @\$2,500
- Bronze Sponsor @\$1,000
- Supporter Sponsor @\$500

Name of Company or Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Name of your organization as it is to appear in the event literature and PR

Materials: \_\_\_\_\_

Preferred form of Payment:

\_\_\_\_\_ Check \_\_\_\_\_ Master Card \_\_\_\_\_ Visa \_\_\_\_\_ American Express

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Credit Card Security Number (located on the front/back of card): \_\_\_\_\_

Full Name on Credit Card: \_\_\_\_\_

If paying by check, please make payable to: DSGSEMI and mail form to:  
Southeast Michigan Buddy Walk  
Down Syndrome Guild Southeast Michigan  
29688 Telegraph Road Suite 200  
Southfield, MI 48034

If paying by credit card, fax form to: Buddy Walk at 248-327-6227.

Questions call Paulette Duggins at 248-250-1297 or [dugginsp@att.net](mailto:dugginsp@att.net).

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