



"I absolutely love the zoo walk! I've been coming for the last 5 years and it's such a fun event!" - 2023 Zoo Walk Participant

Down Syndrome Association of Wisconsin

2025 Partnership Opportunities

Our Mission

The Down Syndrome Association of Wisconsin's mission is to provide support to Wisconsin families and individuals with Down syndrome and related disabilities through awareness, education, information, programs, services, and the exchange of ideas and experiences.

Dear Friend of DSAW,

The Down Syndrome Association of Wisconsin (DSAW) is thrilled to invite you to be part of our largest and most beloved fundraiser—the 29th Annual Statewide Down Syndrome Awareness Walk, happening Sunday, September 28, 2025, at the Milwaukee County Zoo. This unforgettable day brings together families, friends, and community members to celebrate the incredible individuals in our lives with Down syndrome and other disabilities.

We would be honored to have your support—whether through a monetary sponsorship or a raffle donation—to help us make this event the best one yet. Your generosity directly fuels programs and services that empower individuals with disabilities and support families across Wisconsin.

Each year, nearly 2,500 attendees gather for our Zoo Walk, a celebration filled with exciting family-friendly activities, games, and an outstanding raffle. A highlight of the day is our inspiring 21 Showcase, where individuals with Down syndrome of all ages shine as they walk the red carpet in front of an adoring crowd. The event is also widely covered by local media, amplifying your impact and visibility as a sponsor.

Every dollar raised stays in Wisconsin to support our mission: promoting awareness, providing resources and education, and creating a vibrant community of support for individuals with Down syndrome and related disabilities. We've included our sponsorship opportunities in this packet, and we're happy to create a customized package that aligns with your giving goals.

We invite you to think ability and join us in changing lives—one step at a time.

Thank you for considering this opportunity to make a difference. 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 Rachel Reit at rreit@dsaw.org.



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!

DOWN SYNDROME ASSOCIATION OF WISCONSIN



STATEWIDE Down Syndrome Awareness Walk

Milwaukee County Zoo Sept. 28th, 2025



29th 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 2025!

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
1214 Kavanaugh Place, Wauwatosa, WI 53213
Or email: Rachel Reit - rreit@dsaw.org
Questions call 414-327-3729 x104



Or scan the QR Code with your phone to pay your sponsorship online. You must click "company donation" then mail or email this form.

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 31st, 2025 in order for your company to receive full sponsorship recognition.

Thank You For Your Sponsorship!