

edmonton
down syndrome
society



JUNE 8, 2025

Rundle Park

**PARTNERSHIP
OPPORTUNITIES**

The Event:

Sunday, June 8th at Rundle Park, Edmonton over 300 individuals will participate in a major fundraising initiative to help raise awareness and important funding for the operation of the Edmonton Down Syndrome Society (EDSS). Our fundraising goal for 2025 is \$100,000. We were close in 2024 with achieving over \$90,000 and with your support we will surpass this target.



Our 2025 funding priorities will address these three areas of greatest need:

- **Program Expansion** – We are supporting the expansion of programs for all ages at the Joey Moss Literacy Centre for Excellence to support improvements in speech and communication as well as supporting overall mental and physical health of our families.
- **Intentional Housing** – We are building partnerships and an intentional strategy to educate our families about our community supportive housing options.
- **Access to Medical Professionals** – We are responding to the needs of our families with children born with Down syndrome who are experiencing difficulties obtaining medical care for their adult children.

Our goal is to expand programs in the Joey Moss Literacy Centre for Excellence. Please select a partnership opportunity from the following options that will impact our participants and families.



PRESENTING *partner*

\$25,000

One (1) Available

Partnership Benefits:

- Company logo/name on all event promotional materials as Walk for Down Syndrome “presented by” YOUR COMPANY LOGO/NAME
- Event attendance for 20 individuals from your company
- Company logo/name on participant’s walk t-shirt, the EDSS website and all event promotional materials
- Company logo/name on event day signage
- Company logo/name on digital program
- Acknowledgements by the emcee/hosts and speaking opportunity at the start and/or finish of the event
- Multiple social media mentions
- Opportunity to setup an activity/tent at the event
- Opportunity to display your own corporate signage at the event
- As the presenting partner for 2025, you will be provided the first opportunity to renew the partnership for the next 3 years

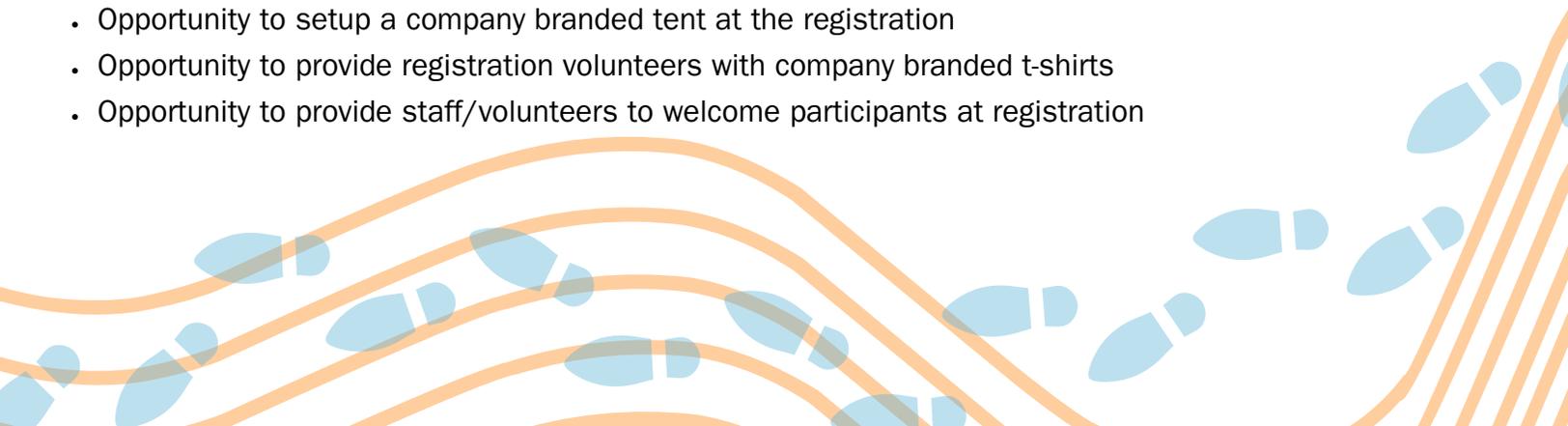
REGISTRATION *partner*

\$15,000

One (1) Available

Partnership Benefits:

- Includes event attendance for 12 individuals from your company
- Company logo/name on participant’s walk t-shirt, the EDSS website and all event promotional materials
- Company logo/name on event day signage
- Company logo/name on digital program
- Acknowledgements by the emcee/hosts
- Social media mentions (6)
- Opportunity to setup a company branded tent at the registration
- Opportunity to provide registration volunteers with company branded t-shirts
- Opportunity to provide staff/volunteers to welcome participants at registration



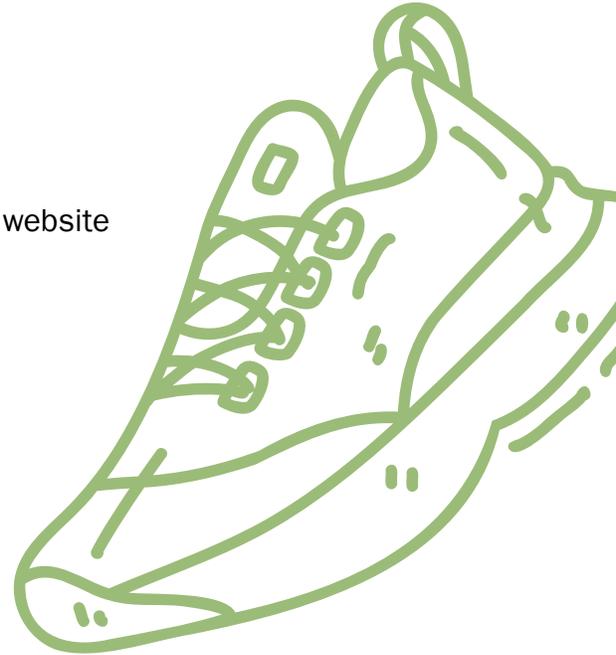
BBQ *partner*

\$10,000

Five (5) Available

Partnership Benefits:

- Event attendance for 10 individuals from your company
- Company logo/name on participant's walk t-shirt and the EDSS website
- Company logo/name on event day signage
- Company logo/name on digital program
- Company logo/name on printed tabletop signage at BBQ
- Acknowledgements by the emcee/hosts
- Social media mentions (4)



ACTIVITY STATION *partners*

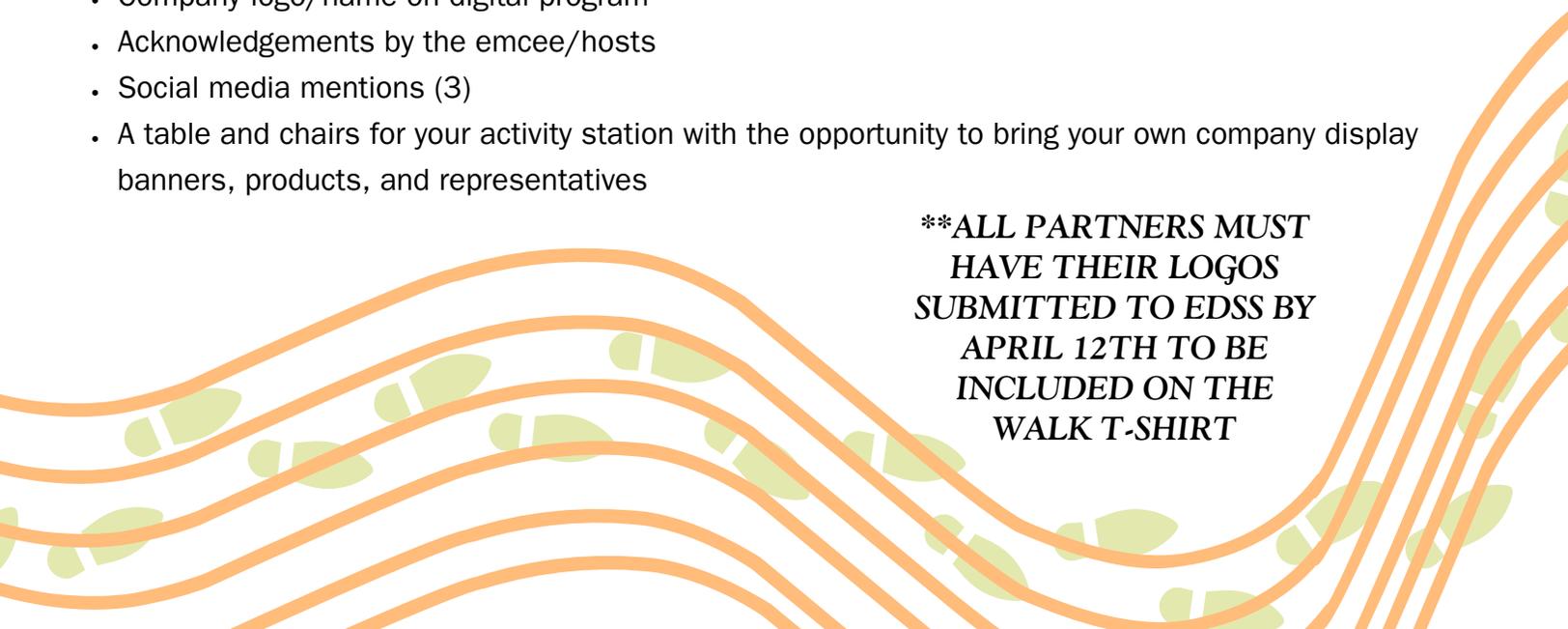
Partnership Benefits:

This Partner level will be given the opportunity to host an activity station along the walk route and provide a water or snack, a fun activity, product samples and interaction with the attendees. Locations will be selected along the walk route based on a first come basis.

Recognition includes:

- Event attendance for 4 individuals from your company
- Company logo/name on participant's walk t-shirt and the EDSS website
- Company logo/name on event day signage
- Company logo/name on digital program
- Acknowledgements by the emcee/hosts
- Social media mentions (3)
- A table and chairs for your activity station with the opportunity to bring your own company display banners, products, and representatives

****ALL PARTNERS MUST
HAVE THEIR LOGOS
SUBMITTED TO EDSS BY
APRIL 12TH TO BE
INCLUDED ON THE
WALK T-SHIRT**



ACTIVITY STATION *partners*

\$5,000

Dance Party Station



Bouncy Castle Station



\$2,500 (2 AVAILABLE)

Face Painting Station

Photo Wall Station

\$1,000

Small Bouncy Castle Station



Looking to partner with EDSS on more than one of their events? Become a 'Friends of EDSS' Partner. This exclusive bundle partnership will get your company logo seen at both the Walk for Down Syndrome and Uniquely Me, as well as receive access to both events. By being a Friends of EDSS partner, you are able to contribute to the priorities of both major EDSS annual events, while also becoming a part of the EDSS community. These bundle partnerships will include corporate opportunities for your company to be involved in some of the more day to day activities that EDSS has to offer. Whether that is a day spent in the day program for lunch, or tickets to their internal Christmas party, the only way to truly understand what the good work EDSS does for their clients is to be a part of the events and understand why they are so integral to the community. By becoming of a 'Friend of EDSS', you can see first hand the impact your support can make to the EDSS events that allow EDSS to work towards their goals and priorities.

\$2500

Partner benefits:

- Activation on site for the Walk for Down Syndrome
- Event attendance for 4 people to the Walk for Down Syndrome
- Social media mentions (5) throughout the year
- Specific event social media mentions (2 per event: Walk for Down Syndrome & Uniquely Me)
- Newsletter mentions (4) throughout the year
- Company logo/name on the EDSS website
- Company logo/name in e-marketing pre & post event for Uniquely Me
- Event attendance for 4 people to Uniquely Me
- Company logo/name on signage at Uniquely Me
- 2 Tickets to the EDSS Christmas Party
- Opportunity to participate in day program or impact tour of EDSS

\$1500

Partner benefits:

- Activation on site for the Walk for Down Syndrome
- Event attendance for 2 people to the Walk for Down Syndrome
- Social media mentions (3) throughout the year
- Specific event social media mentions (1 per event: Walk for Down Syndrome & Uniquely Me)
- Newsletter mentions (2) throughout the year
- Company logo/name on the EDSS website
- Company logo/name in e-marketing pre & post event for Uniquely Me
- Event attendance for 2 people to Uniquely Me
- 2 tickets to the EDSS Christmas Party
- Opportunity to participate in day program or impact tour of EDSS



IN-KIND *partner*

\$100+

Both paid and In-Kind Partnership for signage, printed materials, media, catering, beverages will be considered.

Additional suggestions include:

- Prize Sponsors including Grand Prize and the Top Fundraising Awards Partners for top fundraisers by category (Overall, top adult, top youth, top group) Minimum prize value \$500
- Signage Partner
- Promotion & Marketing Partner

Recognition may include:

- Name or company logo on printed item ie. T-shirt, signage or other promotional items.
- Name or company logo on printed Partner signage
- Name or company logo on website and one social media mention
- Includes event attendance for 2 individuals from your company.

WALKER *registration*

- Registration to participate in the walk is \$25/person 18 years+; 4-17 \$15 (3 & Under free).
- Family of 4 (2 adults 2 children) \$75 and any additional just add on the extra fee.
- Support to create your personal fundraising page.
- Opportunities to receive awards/recognition for funds raised
- Registration includes the walk, BBQ, participation gift
- Tshirts and event merchandise will be available for purchase

Fundraising Levels

- For each participant and every \$100 raised will provide the participants one entry ticket to be eligible for prizes (TBD).
- For every donation over \$20, a charitable tax receipt will be issued.
- Donor names will be listed on the fundraising pages of each individual walker or team page