**Mission:**
To provide support, education, and advocacy for people with Down syndrome, their families and communities.

<table>
<thead>
<tr>
<th>Family Support</th>
<th>Advocacy</th>
<th>Education</th>
<th>Medical Outreach</th>
<th>Social Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide packets to new and expectant parents</td>
<td>Northeast Ohio Buddy Walk</td>
<td>The Learning Program reading and math enrichment for parents and PreK-K children w/ Ds</td>
<td>Visit Health Care Providers</td>
<td>Bowling Buddies</td>
</tr>
<tr>
<td>Follow up contact to new and expectant parents</td>
<td>Cleveland Down Syndrome Day</td>
<td>School outreach with IEP teams to facilitate education</td>
<td>Deliver packets of information to Northeast Ohio medical professionals</td>
<td>USOD Family Days at area theater and sporting events</td>
</tr>
<tr>
<td>Hospital and home visits to new families</td>
<td>World Down Syndrome Day activities yearly on March 21 (3/21)</td>
<td>Host Educational Conferences for parents and professionals</td>
<td>Provide up-to-date info on the USOD website with relevant medical information</td>
<td>TEE It Up Golf clinics</td>
</tr>
<tr>
<td>Provide packets to NEO hospital maternal health practitioners</td>
<td>Celebrate Down Syndrome Awareness Month each October</td>
<td>IEP support for families</td>
<td>Speak at Grand Rounds and with groups of medical students</td>
<td>Adult gatherings such as monthly karaoke and seasonal dances</td>
</tr>
<tr>
<td>Host Northeast Ohio Baby &amp; Toddler Play Groups</td>
<td>Contact local and state legislators to promote Ds initiatives</td>
<td>Down Syndrome 101 training for professionals</td>
<td>Provide medical professional referrals to USOD members upon request</td>
<td>USOD Fall Fun Fests</td>
</tr>
<tr>
<td>Host monthly Parent’s Night Out gatherings</td>
<td>Spread the Word to End the Word Pledge</td>
<td>Peer Presentations to support friendship and understanding within the classroom</td>
<td>Host Medical Seminars for families</td>
<td>Mind Body Soul adult programming for individuals with Ds, 18+</td>
</tr>
<tr>
<td>Family Grants Program offered to USOD families 2x per year</td>
<td>Preferred Language Guide for Ds</td>
<td>Mind Body Soul life skills conferences for adults with Ds, 18+</td>
<td>Review and promote Ds research studies</td>
<td>USOD Holiday Party</td>
</tr>
<tr>
<td>Monthly support group for Parents of Teens &amp; Adults with Ds</td>
<td>Work with media partners to encourage positive and accurate depictions of individuals with Ds</td>
<td>Strider Bike Camp</td>
<td>Serve on Advisory Boards for research studies</td>
<td>USOD supported fitness programs such as Adaptive Jazzercise &amp; Buddy Up Tennis</td>
</tr>
<tr>
<td>Monthly Grandparent support group</td>
<td></td>
<td></td>
<td>Member of ADDA – Alzheimer’s/ Developmental Disabilities group</td>
<td>USOD Adults w/Ds Facebook group</td>
</tr>
<tr>
<td>Parent to Parent Network Support on Facebook</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2017 Highlights

- Added Level 3 of the Learning Program and conducted Summer Enrichment classes
- Hosted Dr. Brian Skotko, researcher & Co-Director of the Down Syndrome Program at Massachusetts General Hospital, who spoke at CCF & UH to a variety of medical professionals about Down syndrome
- Partnered with other local organizations in NE Ohio to present the Transition Boosters series focused on the transition from school to adult life for youth with disabilities
- Conducted Artful Adventures, an arts-based program for middle school students
- Hired our 2nd self-advocate, Jake, who is a retail associate in the Artful 21 store 3 days a week
- Added 5 artisans to Artful 21, bringing the total to 19 artisans represented
- Named 2016 DSAIA Affiliate of the Year—chosen among over 80 Down Syndrome Associations nationwide!

What’s Happening in 2018

- Creation of an Artful 21 online store, funded by a grant from the Cleveland Foundation
- Expanded Education programming, including Teen Enrichment, which will focus on academic support & life skills training for those individuals with Down syndrome ages 13 & up
- Independent Living Retreat at Cleveland State University for individuals 18 and older
- Partnership with the Alzheimer’s Association to provide support to families dealing with a diagnosis

Who we serve

The Up Side of Downs serves over 1,000 families in Northeast Ohio. We provide support in the following counties:

- Ashland
- Lorain
- Ashtabula
- Medina
- Cuyahoga
- Portage
- Erie
- Richland
- Geauga
- Stark
- Holmes
- Summit
- Huron
- Tuscarawas
- Lake
- Wayne

USOD works with the other Down syndrome associations in Ohio to ensure that families in every county in Ohio are supported.
Saturday, March 10, 2018
Cleveland Marriott Downtown
Key Center • Cleveland, OH 44114

We are pleased to announce that we have rebranded our annual dinner dance as the Sunburst Gala and have moved the event to downtown Cleveland! This year’s event will be hosted by Jeff Kurkjian, Q104 DJ and co-host of the morning Jeremiah & Jeff Show! We have many new & exciting things planned for the evening. We anticipate over 400 guests in attendance and hope to raise $50,000.

We hope you can join us at our inaugural Sunburst Gala!

How you can help:

• Monetary Sponsorships
• Purchase tickets and/or table
• Donate products/services for basket raffle or silent auction
• Purchase an ad in the Sunburst Gala program
Presented by IKORCC
2018 Sponsorship Opportunities

Presenting Sponsor ● (SOLD!)
Our thanks to IKORCC for their support of the Sunburst Gala as Presenting Sponsor!

Platinum Sponsor ● $7,500
- Six premier tables of 10
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- USOD Swag Bag
- Full page ad in event program
- VIP Perks
- Table signage
- PowerPoint Video Collage
- Podium recognition
- Logo on printed invitation

Glistening Sponsor ● $5,000
- Four premier tables of 10
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- USOD Swag Bag
- ¾ page ad in event program
- VIP Perks
- Table signage
- PowerPoint Video Collage
- Logo on printed invitation

Glittering Sponsor ● $2,500
- Two premier table of 10
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- USOD Swag Bag
- 1/2 page ad in event program
- VIP Perks
- Table signage
- PowerPoint Video Collage

Luminous Sponsor ● $1,500
- One premier tickets
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- USOD Swag Bag
- ½ page ad in event program
- VIP Perks
- Table signage

Corporate Table Sponsor ● $1,000
- One Table
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- USOD Swag Bag
- Table Signage

Individual Ticket ● $85
Table of 10 $800
Individual w/Down syndrome $40
Presented by IKORCC
NEW! 2018 Exclusive Sponsorship Opportunities

Cash Raffle & Sideboards OR Artful 21 Marketplace
$3,000 (select 1)
- Ad in Program
- PowerPoint Video Collage
- Area Signage
- Information Table in the Marketplace
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- Exclusive Area Perks, vary by area

Entertainment OR Inaugural Merchandise OR Parking ● $2,000 (select 1)
- Ad in Program
- PowerPoint Video Collage
- Area Signage
- Information Table in the Marketplace
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- Exclusive Area Perks, vary by area

Table Host OR Dessert OR Wine Pull/Craft Beer Pull ● $1,000 (select 1)
- Ad in Program
- PowerPoint Video Collage
- Area Signage
- Information Table in the Marketplace
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- Exclusive Area Perks, vary by area

Key to the Sunroom (NEW) OR Mystery Bag (NEW)
$750 (select 1)
- Area Signage
- Information Table in the Marketplace
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- Exclusive Area Perks, vary by area

Buddy Experiences OR Silent Auction OR Raffle Baskets ● $500 (select 1)
- Area Signage
- Information Table in the Marketplace
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- Exclusive Area Perks, vary by area

Individual Ticket ● $85
Table of 10 $800
Individual w/Down syndrome $40
Northeast Ohio Buddy Walk
Presented by Minute Men Staffing

Saturday, August 25, 2018
Cleveland Metroparks Zoo
3900 Wildlife Way • Cleveland, OH 44109

The Northeast Ohio Buddy Walk is USOD’s signature event and is one of the largest Buddy Walks held in the U.S. The 2017 Buddy Walk included more than 4,000 walkers and over 1,000 volunteers. For the third year, the Buddy Walk will be held at the Cleveland Metroparks Zoo and includes a 1-mile walk, entertainment, food, and day-long admission to the Zoo & Rainforest for participants. Ninety-six cents of every dollar raised at the NEO Buddy Walk stays local to support the programming offered by the USOD.

How you can help:

- Monetary Sponsorships
- Sponsor a team
- Donate products/services
- Volunteer
- Register & walk
Northeast Ohio Buddy Walk
Presented by Minute Men Staffing
2018 Sponsorship Opportunities

Presenting Sponsor ● (SOLD!)
Our thanks to Minute Men Staffing for their support of the Buddy Walk as Presenting Sponsor!

Platinum Sponsor ● $7,500
- Company logo on day-of Giveaway item
- Two minute Podium Recognition during Opening Ceremony
- Company logo on www.NDSS.org, our national partner and Buddy Walk founding organization (+10,000 views)
- Company logo on Event Ads
- Company logo on 7,500 paper Registration Forms
- Company logo on over 6,000 Event T-shirts
- Company logo on Event Welcome Banner
- Complimentary Booth in Buddy Gateway Awareness Fair
- Company logo on USOD and Buddy Walk Website with live link to Sponsor website
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- 20 Buddy Walk Registrations/T-shirts
- Complimentary presentation about USOD and Down syndrome at sponsor location

Silver Sponsor ● $2,500
- Company logo on 7,500 paper Registration Forms
- Company logo on over 6,000 Event T-shirts
- Company logo on Event Welcome Banner
- Complimentary Booth in Buddy Gateway Awareness Fair
- Company logo on USOD and Buddy Walk Website with live link to Sponsor website
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- 10 Buddy Walk Registrations/T-shirts
- Complimentary presentation about USOD and Down syndrome at sponsor location

Gold Sponsor ● $5,000
- Company logo on Event Ads
- Company logo on 7,500 paper Registration Forms
- Company logo on over 6,000 Event T-shirts
- Company logo on Event Welcome Banner
- Complimentary Booth in Buddy Gateway Awareness Fair
- Company logo on USOD and Buddy Walk Website with live link to Sponsor website
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- 15 Buddy Walk Registrations/T-shirts
- Complimentary presentation about USOD and Down syndrome at sponsor location

Bronze Sponsor ● $1,000
- Company logo on over 6,000 Event T-shirts
- Company logo on Event Welcome Banner
- Complimentary Booth in Buddy Gateway Awareness Fair
- Company logo on USOD and Buddy Walk Website with live link to Sponsor website
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- 4 Buddy Walk Registrations/T-shirts
- Complimentary presentation about USOD and Down syndrome at sponsor location
Northeast Ohio Buddy Walk
Presented by Minute Men Staffing
Exclusive Sponsorship Opportunities
Available on a first come, first serve basis

Platinum Partner - RTA Advertising • $7,500
- Company logo on 20 RTA Bus Billboards as part of BW advertising campaign (1 month)
- Two minute Podium Recognition during Opening Ceremony
- Company logo on (+10,000 viewers) www.NDSS.org, our national partner and Buddy Walk founding organization
- Company logo on 7,500 paper Registration Forms
- Company logo on over 6,000 Event T-shirts
- Recognition in USOD Sunburst e-newsletter, press releases, social media
- Right of first refusal for next year
- Complimentary presentation about USOD and Down syndrome at sponsor location
- Certificate of Recognition

Gold Partner - Buddy Gateway Vendor Pavilion OR Individual Incentives • $5,000 (Select 1)
- Buddy Gateway Vendor Pavilion - Palava Hut featuring vendors that provide support and services to individuals with Down syndrome and their families
- Individual Incentives - Buddy Walk merchandise for individual fundraisers that raise $250-$7500
- Company logo on 7,500 paper Registration Forms
- Company logo on over 6,000 Event T-shirts
- Day of Event signage
- Recognition in USOD Sunburst e-newsletter, press releases, social media, website
- Right of first refusal for next year
- Complimentary presentation about USOD and Down syndrome at sponsor location
- Certificate of Recognition

Platinum Partner - Personal Appearance • $7,500
- Company Logo recognition for all marketing activities promoting the celebrity
- Company logo on 7,500 paper Registration Forms
- Company logo on over 6,000 Event T-shirts
- Day of Event signage
- Recognition in USOD Sunburst e-newsletter, press releases, social media,
- Right of first refusal for next year
- Complimentary presentation about USOD and Down syndrome at sponsor location
- Certificate of Recognition

Silver Partner - Team Captains Corner OR Walk of Fame Signs OR Club Bud • $2,500 (Select 1)
- Team Captain’s Corner - meeting spot and day of perks for Team Captains that have a team of more than 75 members and/or raise more than $2,500
- Walk of Fame signs - line the entire walk route and feature facts about and a photo of a Buddy
- Club Bud - exclusive area for our Individuals with Down syndrome ages 16 and older featuring a karaoke station, complimentary pizza, drinks and snacks
- Company logo on over 6,000 Event T-shirts
- Day of Event signage
- Recognition in USOD Sunburst e-newsletter, press releases, social media, website
- Right of first refusal for next year
- Complimentary presentation about USOD and Down syndrome at sponsor location
- Certificate of Recognition
USOD Programming
Sponsorship & Underwriting Opportunities

The Up Side of Downs provides a range of programs for individuals with Down syndrome of all ages and their families designed to provide support, education and advocacy. We are always striving to provide the highest quality programs and to create new offerings based upon the needs of our families and the community. As a sponsor of any of the programs listed below, you will receive logo placement on program materials and recognition in the USOD Sunburst e-newsletter.

The Learning Program • $2,500 Investment
This program uses research-based teaching strategies and customized materials to support families and teachers in the educational process. The Learning Program complements formal instruction in literacy and math, with occupational and speech therapy components. The program began as a pilot, with implementation of the parent instruction component. The program has expanded to provide instruction for children. This program has become a model for parent-focused education intervention for children with Down syndrome and helps parents to become effective advocates for their children in school.

Cleveland Down Syndrome Day • $1,500 Investment
Focused on bringing awareness about Down syndrome and the services offered by the Up Side of Downs in the city, we work in partnership with Cleveland City Council to provide an evening of family fun on October 21st, which was officially recognized as Down Syndrome Day in the city of Cleveland in 2014.

Mind•Body•Soul • $1,500 Investment
This program provides support to adults with Down syndrome in NE Ohio through life skills training and ongoing social opportunities. Programming is held at our Independence office as well as other sites around NE. Life Skills topics include Technology, Safety, Employment, Money Management, Health & Wellness and other critical issues for daily living.
USOD Programming
Sponsorship & Underwriting Opportunities

As a sponsor of any of the programs listed below, you will receive logo placement on program materials and recognition in the USOD Sunburst e-newsletter.

Down Syndrome 101 • $1,000 Investment

DS 101 is offered to teachers, colleges, or any other professionals that serve individuals with Down syndrome. The workshop is a thorough presentation on a variety of topics related to Down syndrome such as medical issues, best practices in education, communication strategies, behavior concerns and strategies for teaching. USOD also offers a hands-on presentation on Down syndrome to classrooms of peers of children with Down syndrome.

Medical Outreach • $1,000 Investment

USOD provides information and materials to health care providers throughout Northeast Ohio to ensure that all parents and expectant parents being told of a possible or actual diagnosis of Down syndrome are given this news with accurate information, sensitivity and support including information about USOD and that individuals with Down syndrome receive health care that addresses their specific developmental and medical needs and the best practices to address them. Funding provides needed materials for this program.

Artful 21 • $1,000 Investment

This retail store, located at the USOD office, sells items made by artisans with Down syndrome from Northeast Ohio and around the country. The store is staffed by self-advocates 3 days a week. Purchases support these artisans and their small business ventures and raise awareness about the abilities of individuals with Down syndrome.

Sports & Social Activities • $1,000 Investment/each

- Bowling Buddies—Bowling in 3 locations (east, west, south) during the winter months
- Strider Bike Camp—This week-long camp helps children with Down syndrome of all ages learn to ride a bike using a balance bike. Participants receive a bike to take home.
- Tee It Up Golf—Golf lessons and fun with friends at Golf Improvement Center in Medina for individuals of all ages
Yes! I wish to support the programs and events at the Up Side of Downs.

Please complete this form to secure your sponsorship commitment for any of our programs or events. We are so grateful for your support!

**Sunburst Gala • Saturday, March 10, 2018**

- Platinum Sponsor • $7,500
- Luminous Sponsor • $1,500
- Glistening Sponsor • $5,000
- Corporate Table • $1,000
- Glittering Sponsor • $2,500

We cannot attend the event, but wish to make our sponsorship commitment 100% tax deductible

**Northeast Ohio Buddy Walk • Saturday, August 25, 2018**

- Platinum Sponsor • $7,500
- Silver Sponsor • $2,500
- Platinum Sponsor—RTA • $7,500
- Bronze Sponsor • $1,000
- Gold Sponsor • $5,000

We cannot attend the event, but wish to make our sponsorship commitment 100% tax deductible

**USOD Programs**

- The Learning Program • $2,500
- Artful 21 • $1,000
- Cleveland Down Syndrome Day • $1,500
- Bowling Buddies • $1,000
- Mind•Body•Soul • $1,500
- Strider Bike Camp • $1,000
- DS 101 • $1,000
- Tee It Up Golf • $1,000
- Medical Outreach • $1,000
- Artful Adventures • $1,000

Donor/Company Name __________________________ website __________________________

Name for Recognition and Media Use (if different than above) __________________________________

Contact Person __________________________ Title __________________________

Address __________________________ Phone __________________________

City/State/Zip __________________________ Email __________________________

Please forward a color graphic in 300dpi, JPG or TIF file of the company logo you wish to be used to Leslie Burke at leslieb@usod.org. Please email or fax completed form to Leslie Burke at 877.353.8763.

Checks may be made payable to The Up Side of Downs and sent to:

The Up Side of Downs
PO Box 31720
Independence, Ohio 44131

Your sponsorship is very much appreciated as a charitable contribution and is tax deductible to the full extent allowed by law. The USOD is a recognized 501(c)3, with the following Federal ID 34-1630114.

To request an invoice or support by credit card please contact leslieb@usod.org.