



July 8, 2021

Dear Friend:

As a respected member of the community, we'd like to invite you to play an important role as a sponsor of one of the most exciting annual events for the **Down Syndrome Association of Wisconsin – our 19th Annual Down Syndrome Awareness Walk benefiting programming and services for families in the Greater La Crosse Area**. This annual walk **draws walkers, volunteers, donors, sponsors, and partners** from across the region under one collective mission – to raise awareness and promote inclusion, diversity and acceptance of people with Down syndrome in our communities and in our lives. The walk will take place on **September 26, 2021** at Myrick Park, and we are sincerely counting on the community's overwhelming support in making this a truly exceptional event.

At the Down Syndrome Association of Wisconsin we strive to guarantee access to a full life for all individuals with Down syndrome, their families and friends through awareness, education, information, programs, services, and the exchange of ideas and experiences. **For the past 31 years, the annual awareness walks have been the key fundraising mechanism that allow us to enter underserved communities (like the Greater La Crosse Area) to help individuals and families with special needs prove they are stronger than the obstacles they face.** We serve more than 5,500 people each year, from newborns to the frail elderly. Your support strengthens our programs, and our resolve.

We appreciate any contribution you are able to make (**monetary donations, products and services or in-kind silent or auction items are all desperately needed**). There are substantial media and recognition opportunities to highlight your generosity, including social media shout outs, your logo on our websites, your logo on day-of materials, and more. We are a 501(c)3 not-for-profit organization with EIN# 46-2581316, so all donations are tax-deductible. We look forward to adding you to our list of company partners!

On behalf of DSAW and the individuals who will ultimately benefit from your generous sponsorship, we cannot thank you enough! If you have any questions or would like additional information, please contact me at ahrenski@yahoo.com.

Sincerely,

Jean Ahrens

Jean Ahrens
DSAW-COTH-GLA Awareness Walk Chair