



NATIONAL  
DOWN SYNDROME  
CONGRESS

# Soiree of Stars

## VIRTUAL GALA

Dear Potential Sponsor,

Please join us for the National Down Syndrome Congress Soiree of Stars Virtual Gala on October 22, 2020. The event will shine a light on individuals, organizations, and businesses that have made an impact in the Down syndrome community in five categories: Dr. Meria Carstarphen for Individual, Everyday Heroes for Self-Advocate, Down Country for Nonprofit, Kroger for Corporation, and Kennesaw State University for Organization.

Dr. Meria Carstarphen is well-known as an advocate for special education. Under her tenure as Atlanta Public Schools Superintendent, Carstarphen tackled special education programs in schools and focused on making sure children with disabilities are not just put into curriculum-based programs, but are provided the support they need to succeed.

Down Country is an organization that is part of National Down Syndrome Congress's local and national support programs. The nonprofit operates as a resource for education and awareness for the exceptionally gifted community. Down Country does not only serve those affected by Down syndrome, but the entire community that learns outside of the box.

Kroger has been a longtime supporter of NDSC and the Down syndrome community. Kroger supports individuals with Down syndrome to live independently by offering them employment in the Kroger family of supermarkets across the country.

The Academy for Inclusive Learning and Social Growth at Kennesaw State University offers a fully inclusive post-secondary college education and experience to students with different intellectual or developmental abilities. The Academy focuses on independence through an inclusive campus program – encouraging social growth and development through real-life college experiences.

Self-advocate everyday heroes are individuals with Down syndrome who speak up, make their own decisions, seek the help of others to support them in their journey and through self-determination accomplish positive impacts on their life and their community. Through COVID-19, these self-advocate everyday heroes have worked in essential positions of employment supporting us all during the pandemic.

The event's beneficiary, National Down Syndrome Congress (NDSC), is a nonprofit organization dedicated to an improved world for individuals with Down syndrome. With the help of supporters like you, NDSC can continue its work as the leading national resource of support and information for anyone touched by or seeking to learn about down syndrome.

Thank you in advance for your generosity. Please find more information on our exciting sponsorship opportunities enclosed in this packet. We hope you will join us on October 22, as a sponsor and supporter of this great effort.

Sincerely,

*Larry Gildersleve*

Event Chair  
Larry Gildersleve

Aon



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## VIRTUAL GALA

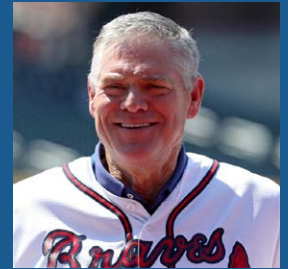
Thursday, October 22, 2020

7:00 p.m. Program

Special Appearances by



Ludacris



Dale Murphy



Dabo Swinney

# 2020 Honorees

National Down Syndrome Congress shines a light on:



## INDIVIDUAL

Dr. Meria Carstarphen  
for her work in the COMMUNITY.

#EVERYDAY  
HEROES

## SELF-ADVOCATE

#EverydayHeroes who are self-advocates performing essential jobs in our COMMUNITY.



## NON-PROFIT

Down Country  
for their OUTREACH work.



## CORPORATION

Kroger  
for their SUPPORT work.



## ORGANIZATION

Kennesaw State University  
for their inclusive postsecondary EDUCATION program.

## Event Chair

Larry Gildersleve, Aon

## Host Committee

Liz Blake, Fmr. SVP of Habitat for Humanity  
Gray Campbell, Power Systems Group  
J. Cannon Carr, CornerCap Investment Counsel  
Tony Conway, Legendary Events  
Zack Deming, Russell Reynolds  
Ben Deutsch, The Coca-Cola Company (Ret.)  
David Duke, Living Stories  
William Floyd, Pendleton Group  
Scott Frank, AT&T Intellectual Properties  
Garet Hayes, 12DegreesPR  
Martha Haythorn, Self Advocate  
Trace Haythorn, ACPE  
Serena Levy, The Coca-Cola Company  
Wonya Lucas, Public Broadcasting Atlanta  
Emory Morsberger, Morsberger Revitalization  
Adam Mosley, Uzima Filters  
Jenna Quigley, Self Advocate  
Jim Reed, The YKK Group  
Jeff and Natalie Rosensweig, Emory  
Ross Rossin, Independent Artist  
Major Snow, The Benoit Group  
Ambassador Andrew J. Young and  
Carolyn Young, Andrew J. Young Foundation



**Proceeds from Soiree of Stars will fund programs that address the Down syndrome community's needs in the areas of inclusion, education, and employment.**

**NDSC is well respected as a policy adviser and leader as we advocate for the human, educational, and employment rights of those with Down syndrome and other disabilities.**

**With your support, we hope to improve the world for individuals with Down syndrome.**

## Educate. Advocate. Empower. Inspire.

The National Down Syndrome Congress (NDSC), headquartered in Atlanta, Georgia, is the leading not-for-profit organization dedicated to an improved world for individuals with Down syndrome. NDSC's purpose is to promote the interests of the Down syndrome community, from the point of diagnosis, through the lifespan, through education, advocacy, information, and public awareness serving a global constituency. We are the leading national resource of support and information for anyone touched by or seeking to learn about Down syndrome.



### ADVOCACY

NDSC employs a disability policy team of professionals who are experienced, well-connected, and highly regarded as national policy experts and leaders. The NDSC Policy Team effectively engage with legislators to advocate for the rights those with Down syndrome and other disabilities.



### EDUCATION

NDSC has taken great strides to provide information on all aspects of Down syndrome. We host a print and digital library of information including materials for new and expectant parents, Family Care and Adult Sibling Toolkits, health and medical resources, educational resources, including speech and language resources, a Parent Webinar Series, and even Educator Conferences throughout the year.

### OUTREACH

Through our affiliate, local, and regional networks and the Center for Outreach & Education, NDSC provides individuals with Down syndrome, their families, and the medical and educational professionals that serve them, with meaningful and interactive programs. By delivering NDSC print resources and programs directly to rural and under-served communities, NDSC is making an impact on the lives of those who need and request our outreach programs.



### COMMUNITY

Each year, thousands of people from across the globe attend the NDSC Annual Convention. Self-advocates and families come to hear the latest information from world-renowned experts. Experts in the medical, education, and research fields come together to share and learn from each other. It is the largest single disabilities gathering in the world and truly the place where the Down syndrome community comes together for a one of a kind "giant family reunion".

# Sponsorship Opportunities

NDSC has created sponsorship packages that include benefits that partners and sponsors are able to enjoy. Below is a brief description of the benefits that sponsors will have access to in return for their support.



## SPONSOR LEVELS

### \$50,000 Luminary

**IMPACT:** This sponsor level supports NDSC's Center for Outreach & Education, which provides a series of programs including Educators Conferences, Outreach Summits, Georgia Down Syndrome Consortium events, and parent webinars in English and Spanish annually. The NDSC Center for Outreach & Education delivers over 100 hours of educational content and critical resources to more than 10,000 families and the healthcare and educational professionals who serve the Down syndrome community.

- ★ Premier recognition as Luminary Sponsor on website, social media, and press releases
- ★ Recognition as Luminary Sponsor on digital invitation
- ★ Verbal recognition as Luminary Sponsor during virtual program
- ★ Opportunity to provide Sponsor Spotlight video (30 seconds) to run during awards ceremony
- ★ Featured promotion of company in gala social media campaign
- ★ Branded waiting room before virtual program begins
- ★ Featured information on NDSC registration page and link to company landing page
- ★ Recognition as Luminary Sponsor on virtual banners during program
- ★ Company logo featured in at least two dedicated e-blasts to gala invitees and attendees (Pre-event reminder e-blast and post-event thank you to event attendees)
- ★ Recognition in NDSC monthly digital newsletter and quarterly Down Syndrome News publication (distribution 12,000)
- ★ Digital Program Book full-page ad (deadline October 9)
- ★ Opportunity to provide branded promotional items to attendees
- ★ Opportunity to include sponsor logo on a speaker's on-screen prop during gala

### \$25,000 Brilliance

**IMPACT:** This sponsor level will contribute more than 3,800 hours of support to NDSC's policy and advocacy efforts. Our policy experts advocate daily for the rights of our families through their coalition work, work with policymakers in Washington, D.C, events, training resources, and self-advocate tool kits. The policy team advocates on such issues as employment, inclusive education, housing, and community living.

- ★ Recognition as Brilliance Sponsor on website and social media
- ★ Recognition as Brilliance Sponsor on digital invitation
- ★ Verbal recognition as Brilliance Sponsor during virtual program
- ★ Recognition as Brilliance Sponsor on virtual banners
- ★ Company logo featured in one dedicated e-blast to gala invitees
- ★ Recognition in NDSC monthly digital newsletter and quarterly Down Syndrome News publication (distribution 12,000)
- ★ Digital Program Book half-page ad (deadline October 9)
- ★ Opportunity to provide branded promotional items to attendees

# Sponsorship Opportunities



## SPONSOR LEVELS CONTINUED

### \$10,000 Shimmer

**IMPACT:** This sponsor level supports NDSC in providing more than 20,000 families and the healthcare and educational professionals who serve them, free informational resources, both printed and digital. Available in multiple languages are toolkits, guides, newsletters, and informational pamphlets on prenatal testing, medical guidelines, inclusive education, speech and language, adult sibling caregiving, and more.

- ★ Recognition as Shimmer Sponsor on gala website
- ★ Recognition as Shimmer Sponsor on digital invitation
- ★ Recognition as Shimmer Sponsor on virtual banners during virtual program
- ★ Digital Program Book quarter-page ad (deadline October 9)
- ★ Opportunity to provide branded promotional items to attendees

### \$5,000 Twinkle

**IMPACT:** This sponsor level supports NDSC in hosting the largest single disability gathering in the world at the NDSC Annual Convention. The event serves to connect more than 4,000 attendees each year with over 125 medical experts, therapists, educators, and specialists, as well as 80 exhibitors, bringing everyone together under one roof to learn, socialize, network, and support each other.

- ★ Recognition as Twinkle Sponsor on gala website
- ★ Recognition as Twinkle Sponsor on digital invitation
- ★ Recognition as Twinkle Sponsor on virtual banners during virtual program
- ★ Recognition in Digital Program Book (deadline October 9)

### \$2,500 Nonprofit Sponsor

**IMPACT:** This sponsor level supports NDSC in providing its staff with the software, tools, and training materials needed to create programs and resources to support our 235 affiliate organizations and more than 12,000 member families across the globe.

- ★ Recognition as Nonprofit Sponsor on gala website
- ★ Recognition as Nonprofit Sponsor on digital invitation
- ★ Recognition as Nonprofit Sponsor on virtual banners during virtual program
- ★ One year NDSC affiliate membership
- ★ Recognition in Digital Program Book (deadline October 9)

### \$1,000 Give or Get Benefit Committee (Individuals Only)

**IMPACT:** This sponsor level supports NDSC in providing scholarships annually to 25-30 families whose finances may not permit them to attend the NDSC Annual Convention and other events.

- ★ Recognition as Benefit Committee Sponsor on digital invitation
- ★ Recognition as Benefit Committee Sponsor on virtual banners during virtual program
- ★ Recognition in Digital Program Book (deadline October 9)
- ★ Recognition in Digital Program Book

## NDSC Mission

The mission of the National Down Syndrome Congress is to provide information, advocacy, and support concerning all aspects of life for individuals with Down syndrome.

# Soiree of Stars

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## Commitment Form

### SPONSORSHIP LEVEL: (check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Luminary • \$50,000   | <input type="checkbox"/> Twinkle • \$5,000                         |
| <input type="checkbox"/> Brilliance • \$25,000 | <input type="checkbox"/> Nonprofit • \$2,500                       |
| <input type="checkbox"/> Shimmer • \$10,000    | <input type="checkbox"/> Benefit Committee<br>(Individual) \$1,000 |

**PAYMENT DUE IN FULL** within 30 days of commitment

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

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Please select payment method:

- Check enclosed. Make check payable to NDSC.
- Please charge my:  M/C  Visa  Disc  Amex

Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSV \_\_\_\_\_

Signature \_\_\_\_\_

Or [click here](#) to pay online.

Funds generated from the Soiree of Stars event support NDSC's mission. All gifts are tax deductible to the extent allowed by law.

**Make checks payable to and mail along with this form to:**

National Down Syndrome Congress • 30 Mansell Court, Suite 108 • Roswell, GA 30076

For more information, contact Christine Milano at 770-604-9500 or [Christine@NDSCCenter.org](mailto:Christine@NDSCCenter.org).