



# *Soiree of Stars* VIRTUAL GALA

Dear Potential Sponsor,

Please join us at the second annual NDSC Soiree of Stars Gala on Thursday, October 21, 2021. This virtual event will honor and celebrate: Coach Dabo Swinney, Jack's Baskets, UPS, The Georgia Inclusive Postsecondary Education Consortium (GAIPSEC), and three self-advocate Everyday Heroes.

Clemson Football Head Coach Dabo Swinney is well-known as an advocate for special education. Coach Swinney is the founder of Dabo's All In Team Foundation, which supports Clemson University's ClemsonLIFE Program. ClemsonLIFE offers a collegiate experience that prepares young men and women with intellectual disabilities for competitive employment and independent living. Dabo considers David Saville his right-hand man. David serves as the team's equipment manager and is also an individual with Down syndrome. Dabo Swinney leads his team by his motto, "The only disability in life is a bad attitude."

Jack's Baskets is an affiliate of National Down Syndrome Congress's local and national support programs. Jack's Baskets is a nonprofit organization with a mission to celebrate babies with Down syndrome. Since March 2014, Jack's Basket has celebrated over 3,750 babies across all 50 states and 29 countries. They aim to educate medical providers the importance of positive, unbiased discussion when delivering the diagnosis of Down syndrome in hopes that having a baby with Down syndrome is celebrated like any other.

UPS offers a workplace where everyone, including individuals with disabilities, has an opportunity to fully participate in creating their success and is valued for their distinctive skills, experiences, and perspectives. Their diversity and inclusion mission is to connect and empower their employees, customers, suppliers, and communities for success. UPS seeks to advance this mission worldwide through advocacy, community investments, business practices, and setting the example for a fair, authentic, inclusive, and diverse workplace.

Housed in the Center for Leadership in Disability at Georgia State University, the Georgia Inclusive Post-secondary Education Consortium (GAIPSEC) is a group dedicated to ensuring that every Georgia student has access to learning after high school, regardless of intellectual or developmental disability. They are colleges and universities, they are community support agencies, they are families, and they are K-12 educators. Collectively, they are ensuring that every Georgia student with an intellectual or developmental disability has the opportunity to realize his or her full potential.

Self-advocate Everyday Heroes are individuals with Down syndrome who speak up, make their own decisions, and through self-determination, accomplish positive impacts on their lives and their community. This year the National Down Syndrome Congress will honor self-advocates who have continued their education through postsecondary education or vocational trade.

The event's beneficiary, National Down Syndrome Congress, is the leading national resource of support and information for anyone touched by or seeking to learn about Down syndrome. With the help of supporters like you, NDSC can continue its work by providing resources 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 21, 2021, as a sponsor and supporter of this great effort.

Sincerely,

*Zack Deming*

Event Chair  
Zack Deming

Russell Reynolds Associates



NATIONAL  
DOWN SYNDROME  
CONGRESS

# Soiree of Stars

**VIRTUAL GALA**

**Thursday,  
October 21, 2021**

**7:00 PM Eastern**

## 2021 Honorees

**National Down Syndrome  
Congress shines a light on:**



### **INDIVIDUAL**

**Dabo Swinney**  
for his work in the **COMMUNITY**.



### **SELF-ADVOCATES**

**Everyday Heroes**  
who are pursuing postsecondary  
or technical **EDUCATION**  
opportunities.



### **NON-PROFIT**

**Jack's Basket**  
for their **OUTREACH** work.



### **CORPORATION**

**UPS**  
for their **EMPLOYMENT**  
practices.



### **ORGANIZATION**

**Georgia Inclusive Postsecondary  
Education Consortium**  
for their **EDUCATION** programs.

### **Event Chair**

**Zack Deming**, Russell Reynolds Associates

### **Host Committee**

**Nina Bryson**, Sovos

**Rodney Bullard**, Chick-fil-A Foundation

**Ben Deutsch**, The Coca-Cola Company

**David Duke**, Living Stories

**Christi Elliott-Earby**, The Globe Academy

**Marian Goldberg**, Saks Fifth Avenue

**Trace Haythorn**, ACPE

**Martha Haythorn**, Self-advocate

**Lasa Joiner**, Metro Atlanta Chamber

**Major Snow**, The Benoit Group

**Chad Wallace**, Experiential Marketing Partners

**Clair Wallace**, Equifax

**Beth Yates**, Kilpatrick Townsend & Stockton LLP



**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 will 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 comprised of experienced, well-connected professionals who are highly regarded as national policy experts and leaders. The NDSC Policy & Advocacy Team effectively engages with legislators to advocate for the rights of 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, educational, health, and medical resources, including speech and language resources, a Parent Webinar Series, and Educators Conferences throughout the year.

### **OUTREACH**

Through our network of local and regional affiliates 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. In addition, 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. Professionals in the medical, education, and research fields come together to share and learn from each other. The NDSC Convention 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 250,000 individuals with Down syndrome across the United States.

- ★ 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 program subscription
- ★ Recognition in Digital Program Book (deadline October 9)

### \$1,000 Give or Get Celestial Circle (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.

- ★ This is a Give/Get contribution where an individual may make a \$1000 personal contribution or a combined contribution of peer donations.
- ★ Recognition as Celestial Circle Sponsor on digital invitation
- ★ Recognition as Celestial Circle Sponsor on virtual banners during virtual program
- ★ Recognition in Digital Program Book (deadline October 9)

## 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

## VIRTUAL GALA

NATIONAL  
DOWN SYNDROME  
CONGRESS



## Commitment Form

### SPONSORSHIP LEVEL: (check one)

Luminary • \$50,000

Twinkle • \$5,000

Brilliance • \$25,000

Nonprofit • \$2,500

Shimmer • \$10,000

Celestial Circle  
(Individual) \$1,000



**PAYMENT IS 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.

**Checks made payable to NDSC should be mailed along with this completed form to:**

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

For more information, contact David Tolleson at 770-604-9500 or [David@ndscenter.org](mailto:David@ndscenter.org).