



SPONSORSHIP OPPORTUNITIES

Do you want to get involved and make a big difference for people with Down syndrome? You can!

The conference will be hosted by the Canadian Down Syndrome Society and co-hosts the Down Syndrome Association of Hamilton and Halton Down Syndrome Association. On the May long weekend (May 18 - 20th), more than 400 parents, professionals, employers and doctors will flock to Hamilton to get the latest information, hear uplifting testimonials, and network with each other. Already the Down syndrome community is abuzz with excitement.

We are asking you to sponsor this conference and help strengthen Ontario's vibrant Down syndrome community.

Many sponsorship opportunities are available. Name and logo recognition on a wide range of electronic and on-site promotions will help you reach a major target market from throughout Ontario and Canada.

DOWNSYNDROMECONFERENCE.CA

[@CDNDOWNSYNDROME](https://twitter.com/CDNDOWNSYNDROME)

[#CDSSCONF](https://twitter.com/CDSSCONF)

31ST ANNUAL CANADIAN DOWN SYNDROME CONFERENCE

The Canadian Down Syndrome Conference celebrates people with Down syndrome, their families, and professionals in the Down syndrome community. This event acts as a link between parents, caregivers, and professionals to share and learn together. A variety of topics are discussed and presented with the most up-to-date research. Topics include childhood, youth, transitioning to adulthood, employment, and aging.

CONFERENCE GOALS

- Create an opportunity for hundreds of parents, professionals, siblings and people with Down syndrome to meet, develop relationships, learn and share, and connect with others from across Ontario and Canada.
- Celebrate the accomplishments Canadians with Down syndrome have achieved this year, contributions they've made to their communities, and their role as citizens, taxpayers, employees and volunteers.
- Work together to ensure that the Canadian Down Syndrome Society is Canada's national voice, representing citizens with Down syndrome, working towards a Canada where all are welcome, we embrace diversity, and we value everyone's genes equally.



THE CONFERENCE BY THE NUMBERS

400+ ATTENDEES	20+ BREAKOUT SESSIONS	30 SPEAKERS
1500 VOLUNTEER HOURS	25 PARTNER ORGANIZATIONS	∞ LIVES CHANGED



“THE FIRST FEW CONFERENCES I WENT TO WERE ABOUT LEARNING ABOUT MY SON. THE NEXT WERE ABOUT MAKING HIS LIFE AS GREAT AS I COULD. NOW THAT HE’S A TEENAGER, THE CONFERENCE HAS BEEN ABOUT INSPIRATION FOR HIS FUTURE.”

- SHEENA, PARENT ADVOCATE

YOUR SPONSORSHIP WILL **MAKE CHANGE** FOR PARENTS LIKE SHEENA



SPONSORSHIP OPPORTUNITIES

BENEFITS	SUPPORTER	FRIEND	ALLY	PARTNER	ADVOCATE	CHAMPION
	\$250+	\$500+	\$1000+	\$2,500+	\$5,000+ (up to 4 available)	\$8,000+ (up to 2 available)
Name included in one e-mail blast pre- and post-conference (>4K subscribers) and 2018 Annual Report	*	*	*	*	*	*
Name included on conference signage (onsite)	*	*	*	*	*	*
Logo with link included in at least 3 e-mail blasts (pre- and post-conference) (>4K subscribers) and 2018 Annual Report		*	*	*	*	*
Logo included on posters, program, conference app, and signage (onsite)*		*	*	*	*	*
Logo with link included on conference website (downsyndromeconference.ca) for 6-12 months			6 months *	6 months *	12 months *	12 months *
Facebook & Instagram** (cdndownsyndrome) <ul style="list-style-type: none"> poster with logo recognition May 2018 thank you poster with logo recognition post-conference 				*	*	*
Twitter** (@cdndownsyndrome) <ul style="list-style-type: none"> shout-outs announcing support before, during and after conference 				*	*	*
Advertisement in program and conference app* (subject to approval)				*	*	*
Conference Banquet guest (2 tickets)				*	*	*
Microphone announcements during conference welcome and closure, and during banquet					*	*
Sponsor materials included in the delegate bag and/or vendor booth onsite (subject to approval)					*	*
Two complimentary conference registrations (value: \$760)						*
Opportunity to introduce Keynote Speakers						*
Logo placement on delegate name tags						*
LinkedIn: <ul style="list-style-type: none"> Four announcements pre-conference with name recognition One thank you announcement with name recognition post-conference 						*

*Size, placement and duration of recognition or advertisement determined by sponsorship level. Facebook followers: 8,531 rapidly increasing; Instagram followers: 1,271 rapidly increasing; Twitter followers: 6,013 steadily increasing

BUDGET

EXPECTED COSTS (400 PARTICIPANTS)		REVENUE	
Speakers	\$30,000	Registration	\$111,340
Children and teen programming	\$10,000	Confirmed sponsorships	\$15,000
Meals and breaks	\$38,000		
Venue & AV	\$25,000		
Welcome reception & banquet	\$17,000		
Printing and Website	\$9,000		
Volunteer Expenses	\$2,000		
Conference Planning and Misc.	\$38,000		
Total	\$169,000	Sponsorship Opportunities	\$42,660

CONFERENCE SCHEDULE

FRIDAY, MAY 18

4:30 pm to 9:00 pm	Conference Registration
7:00 pm to 9:00 pm	Welcome Reception for all ages <i>Building Bridges!</i>

SATURDAY, MAY 19

8:00 am to 5:15 pm	Childcare and Teen Program
8:30 am to 10:00 am	Opening Ceremony & Keynote Address
10:30 am to 12:00 pm	Breakout Sessions*
12:00 pm to 1:30 pm	Lunch Available For All Attendees
1:30 pm to 3:00 pm	Breakout Sessions
3:30 pm to 5:00 pm	Breakout Sessions
Evening	Evening Activity <i>For teens and self-advocates</i>

SUNDAY, MAY 20

8:00 am to 3:30 pm	Childcare and Teen Program
8:00 am to 9:00 am	CDSS Annual General Meeting
9:15 AM to 10:30 am	Breakout Sessions
10:45 am to 12:00 pm	Breakout Session
12:00 pm to 1:00 pm	Lunch Available For All Attendees
1:30 pm to 3:30 pm	Closing Ceremony & Endnote Address
6:00 pm to Midnight	Banquet

*Concurrent breakout sessions throughout the conference cover a comprehensive range of important areas including early intervention, childhood, inclusive education, adolescence, transitioning to adulthood, self-advocacy, employment, aging, and personal stories.

“IT’S IMPORTANT FOR PARENTS TO LEARN MORE FROM ADULTS WITH DOWN SYNDROME LIKE ME. I CAN TEACH PEOPLE A LOT ABOUT WHAT IT’S LIKE TO HAVE DOWN SYNDROME.”
- MATTHEW, NATIONAL COMMITTEE CHAIR AND CONFERENCE SPEAKER SINCE 2011

YOUR SPONSORSHIP WILL EMPOWER YOUNG LEADERS WITH DOWN SYNDROME LIKE MATTHEW



Thank you so much for considering sponsoring the 2018 Canadian Down Syndrome Conference in Hamilton.

Visit downsyndromeconference.ca to check out past conference pictures and see what kind of change you will be making in Ontario!

For more information or to reserve your place as a sponsor for the 31st Canadian Down Syndrome Conference, please contact Carlee Reardon by email at carleer@cdss.ca or by phone at 403-270-8500 ext. 205. We look forward to hearing from you.

With your contribution, together we will See The Ability!

Kirk Crowther
National Executive Director
Canadian Down Syndrome Society
403-270-8500



Canadian
Down Syndrome
Society

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