



Saturday, September 6th
Naumberg Bandshell Central Park NYC

About NDSS

Founded in 1979, the National Down Syndrome Society (NDSS) empowers individuals with Down syndrome and their families by driving policy change, providing resources, engaging with local communities, and shifting public perceptions. The organization's work is achieved through three key areas of programming: Resources & Support, Advocacy & Policy, and Community Engagement.



Times Square Video Presentation

Every year, NDSS reminds the world in a BIG way about the value that people with Down syndrome bring to their communities through a special video presentation on a jumbo screen. We feature more than 500 faces from the community in the heart of Times Square to kick off the day!

September 6 | 9:30am - 10:30am
Father Duffy Square



NYC Buddy Walk®

Since 1995, the Buddy Walk® has been the premier advocacy event for Down syndrome in the United States. It is also the world's most widely recognized public awareness program for the Down syndrome community. The flagship New York City Buddy Walk attracts thousands of participants from coast to coast each year.

September 6 | 11:00am - 3:00pm
Central Park



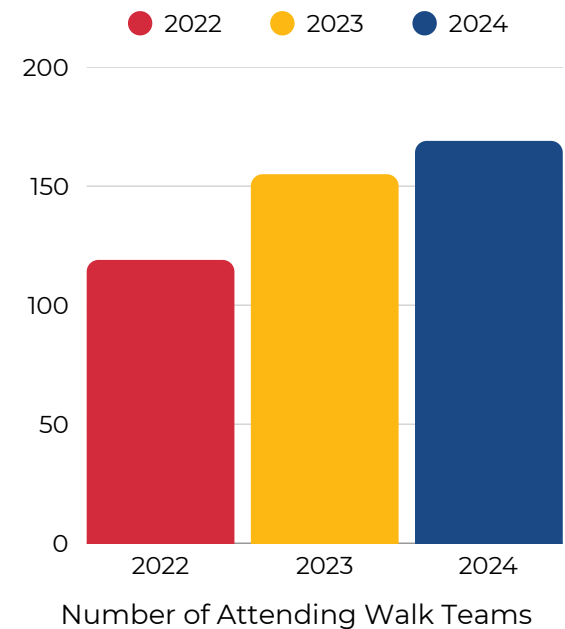


Partner With Us

































Partnering with NDSS for the New York City Buddy Walk offers high-visibility branding while showcasing a commitment to disability inclusion and advocacy.

Companies can engage employees through sponsorship, team participation, volunteering, and fundraising, fostering a strong sense of purpose and community.

This partnership creates a lasting impact by supporting NDSS programs that empower individuals with Down syndrome and their families.



Sponsorship Opportunities

	Presenting \$25,000	Visionary \$20,000	Trailblazer \$10,000	Stridemaker \$5,000	Team 21 \$1,000
Company logo displayed on all promotional materials, event signage, and t-shirt					
Live link to company website on NDSS website (60,000+ monthly viewers) and recognition on NDSS social media (570,000+ followers)					
Verbal recognition from stage at our NYC Buddy Walk					
Logo Placement in Times Square Video	Dedicated Full Screen	Half Screen	Half Screen	Group	Group
# of walkers for free <i>(shirts and food wristbands not included)</i>	 Unlimited	 Up to 100	 25	 10	 4
Exhibitor table space in vendor marketplace	 2	 2	 1	 1	
# of VIP Reception Invitations	 8	 5	 2	 2	
Placement of one individual with Down syndrome in Times Square Video	 1	 1			
Dedicated Recognition in email newsletter reaching 47,000+					
Opportunity for company representative to speak on stage at the kick-off of the NYC Buddy Walk					

Exclusive Buddy Walk® Naming Opportunities

All opportunities are limited to one (1)

Stage Entertainment Sponsor \$20,000

Includes company logo displayed prominently on stage signage, one (1) co-branded swag item for dance party, placement in NYC Buddy Walk Times Square Video, logo on all promotional materials, one (1) exhibit table, two (2) tickets to the VIP reception, ten (10) free walkers (**t-shirts not included*), unlimited volunteer opportunities to join in the stage festivities in company-branded gear

Fun Zone Sponsor \$20,000

Includes company logo displayed prominently in the Fun Zone, one (1) co-branded swag item in Team Captain bags, logo on all promotional materials, one (1) exhibit table, placement in NYC Buddy Walk Times Square Video, four (4) tickets to the VIP reception, ten (10) free walkers (**t-shirts not included*), unlimited volunteer opportunities to distribute F&B

T-Shirt Sponsor \$15,000

Includes company logo displayed prominently on back of the walk t-shirt, logo on all promotional materials, placement in NYC Buddy Walk Times Square Video, one (1) exhibit table during t-shirt pick up at hotel day prior or on walk day, two (2) tickets to the VIP reception, ten (10) free walkers (**t-shirts not included*), up to 10 volunteers to distribute shirts at packet pick-up

Food & Beverage Sponsor \$15,000

Includes company logo displayed prominently in food and beverage station tents, logo on all promotional materials, placement in NYC Buddy Walk Times Square Video, two (2) tickets to the VIP reception, ten (10) free walkers (**t-shirts not included*), unlimited volunteer opportunities to distribute food and beverage

Start Line Sponsor \$10,000

Includes company logo displayed prominently at the start line, logo on all promotional materials, placement in NYC Buddy Walk Times Square Video, two (2) tickets to the VIP reception, ten (10) free walkers (**t-shirts not included*), unlimited volunteer opportunities to fill the start line with cheer squad in company-branded gear

Finish Line Sponsor \$10,000

Includes company logo displayed prominently at the finish line, logo on all promotional materials, placement in NYC Buddy Walk® Times Square Video, two (2) tickets to the VIP reception, ten (10) free walkers (**t-shirts not included*), unlimited volunteer opportunities to fill the finish line with cheer squad in company-branded gear

Photobooth Sponsor \$5,000

Includes logo displayed on digital photobooth images, placement in NYC Buddy Walk Times Square Video, logo on all promotional materials, two (2) free walkers (**t-shirts not included*)

Badge of Honor Sponsor \$5,000

Includes company logo on customizable buttons worn by walk team participants, placement in NYC Buddy Walk Times Square Video, logo on all promotional materials, two (2) free walkers (**t-shirts not included*)

Cheer Squad Sponsor \$2,500 *Limit of four (4)*

Own an exclusive ¼ mile of the NYC Buddy Walk route for your employees to wear branded shirts, cheer on walkers, and distribute company swag, placement in NYC Buddy Walk Times Square Video, logo on all promotional materials, two (2) free walkers (**t-shirts not included*)