

Committed to improving the lives of all persons with intellectual disabilities

17 January 2025

Down Syndrome South Africa (DSSA)

2025 Sponsorship Prospectus

Introduction

Thank you for your interest in partnering with Down Syndrome South Africa (DSSA). We are dedicated to empowering individuals with Down syndrome and other intellectual disabilities through advocacy, training, and inclusive programmes. Your support can help us make 2025 a year of transformation and impact. This prospectus outlines the various sponsorship opportunities available and the benefits associated with each level of involvement.

Sponsorship Opportunities

1. World of Workability Skills Development Programme

Our flagship programme to prepare individuals with intellectual disabilities for meaningful employment.

Sponsorship Opportunities:

- **Programme Sponsor (R100,000+)** – Recognition as the main sponsor for the programme.
- **Student Sponsor (R10,000 per student)** – Support a student through training and skills development.
- **Training Sponsor (R25,000)** – Fund training for Associations to deliver the programme.
- **Employment Sponsor** – Provide work sites for job sampling and employment opportunities.

Benefits:

- **Logo placement** on all programme materials, training manuals, and reports.
- **Recognition** on DSSA's website and social media platforms.
- **Opportunity to participate** in programme launch events.
- **Branding** at events and in newsletters/magazines.

2. Bingo Rooms on Zoom

Monthly online Bingo events with cash prizes.

Sponsorship Opportunities:

dssa.ned@icon.co.za

dssaoffice@icon.co.za

072 652 2377

www.downsyndrome.org.za



**Our members: DSA Amathole, Free State DSA, Port Elizabeth DSA, DSA Pretoria/Tshwane,
DSA Western Cape, DSA Support Cape, DSA Kimberley, Intathakusa Support Group eMalahleni,
Polokwane Outreach, Mafikeng Outreach**

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- **Room Sponsor (R5,000 per room)** – Sponsor a Bingo room, branded with your company's name (e.g., "This Bingo Room is sponsored by [Your Company Name]").

Benefits:

- **Logo placement** on Bingo promotional materials and announcements.
- **Verbal recognition** during Bingo sessions.
- **Branding** on DSSA's social media and newsletters.

3. World Down Syndrome Day (WSD) Initiatives

- Buddy Walk, WSD Virtual Symposium, and Rock Your Socks Campaign

Sponsorship Opportunities:

- **Buddy Walk Sponsor (R15,000)** – Name/logo featured at the walk and on event flyers/communication.
- **Symposium Sponsor (R20,000)** – Branding on symposium sessions and promotional materials.
- **Rock Your Socks Sponsor (R10,000)** – Logo on stickers/badges, raffles, and flyers.

Benefits:

- **Logo placement** on event marketing and products.
- **Recognition** on DSSA's website and social media.

4. Motivational Morning

Date: 3 May 2025 | **Location:** Bloemfontein

Sponsorship Opportunities:

- **Event Sponsor (R15,000)** – Recognition as the primary sponsor.
- **Session Sponsor (R5,000)** – Branding for specific sessions.
- **Table Sponsor (R5,000)** – Branding on table at event.

Benefits:

- **Logo placement** on event signage and materials.
- **Recognition** in event communications and social media.

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- **Opportunity** to address attendees.

5. Face of the Month Competition

Monthly campaign to highlight individuals with Down syndrome.

Sponsorship Opportunities:

- **Individual Sponsor (R150 per candidate)** – Sponsor a specific month's feature.
- **Annual Sponsor (R25,000)** – Sponsor the entire campaign.

Benefits:

- **Branding** in newsletters, magazines, and the 2026 calendar.
- **Social media recognition.**

6. National Down Syndrome Awareness Month and Day

October Campaign – Beauty in the Jeans

Sponsorship Opportunities:

Event Sponsor (R20,000) – Primary sponsor for the month-long campaign.

Sticker Sponsor (R10,000) – Branding on stickers and marketing materials.

Benefits:

- **Logo placement** on campaign materials.
- **Recognition** on DSSA's website and social media.
- **Opportunity** to participate in campaign events.

7. 2nd Annual Be-You-tiful Fashion Show

Date: 18 October 2025 | **Location:** Witbank

Sponsorship Opportunities:

- **Platinum Sponsor (R50,000)** – Logo on event banners, invitations, and programmes.
- **Gold Sponsor (R25,000)** – Recognition on stage and in promotional materials.

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- **Silver Sponsor (R10,000)** – Branding in programmes and announcements.

Benefits:

- **Prominent branding** at the event.
- **Social media and press release mentions.**
- **Opportunity** to display promotional materials.

8. Golf Day

Date: TBC | **Location:** KwaZulu-Natal

Sponsorship Opportunities:

- **Event Sponsor (R30,000)** – Recognition as the primary sponsor.
- **Hole Sponsor (R6,000 per hole)** – Branding at a specific hole.

Benefits:

- **Logo placement** on event materials.
- **Recognition** during the event and in communications.
- **Branding opportunities** at the venue.

Other Ways to Get Involved

- **Donate Items for Raffle Prizes:** Support our fundraising efforts by providing in-kind donations for raffles.
- **Monthly Donations:** No amount is too little. Help us sustain our ongoing work.
- **Donate Paper/Stationery:** Contributions for printing educational workbooks are invaluable.
- **Specific Project Donations:**
 - Inclusive education support for teachers, parents, and children.
 - Parent empowerment initiatives.
 - Association empowerment programmes.
 - Outreach support.
- **Purchase Awareness Products/Sticker Campaigns:** Show your support during awareness days by buying and promoting our products.

Custom Sponsorship Packages

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We understand that each sponsor has unique goals. Custom packages can be created to suit your needs, including product sponsorships, in-kind contributions, and co-branded marketing opportunities.

Contact Us

We would love to explore how we can collaborate. Please contact us to discuss partnership opportunities:
Elaine Passmoor, National Executive Director, + 27 73 711 0260 or email dssa.ned@icon.co.za

Thank you for considering this opportunity to make 2025 a year of inclusion, empowerment, and impact!

Warm regards,



Elaine Passmoor
National Executive Director
Down Syndrome South Africa (DSSA):

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