

2008 Sponsor Information

# Dyslexia Dash - IDA 5K

Presented By:  
The International Dyslexia Association  
Georgia Branch



October 4th, 2008  
Riverside Park, Roswell, Georgia

The International Dyslexia Association



The International Dyslexia Association (IDA) is a 501(c)(3) non-profit, scientific, and educational organization dedicated to the study and treatment of the learning disability, dyslexia.

With over 13,000 members, we are the oldest organization of its kind in the United States serving individuals with dyslexia, their families, and professionals in the field. Since we do not receive government funding, our annual budget is funded by private donations, membership dues, foundation grants, sale of publications, conferences, and other developmental efforts. IDA has an all volunteer Board of Directors.

IDA focuses its resources in four major areas: information and referral services, research, advocacy and direct services (conferences and training) for professionals working with individuals with dyslexia.

We provide information:

- To approximately 30,000 people annually via phone, mail and e-mail.
- Through our website to more than 250,000 visitors yearly.
- Through 40+ branches that conduct local conferences, seminars and support groups.
- By hosting an annual international conference that brings over 200 experts in the field together with approximately 3,000 individuals who are concerned with the issue of dyslexia and other learning disabilities.
- Through publications and newsletters.

In addition, we fund research on neurological, educational and developmental issues as they relate to dyslexia. We advocate for the rights of individuals with dyslexia both through legal and Federal legislative systems.

Nowhere else can a person discover such a full range of useful information, practices, and research about dyslexia than through The International Dyslexia Association!

For more information please visit [www.interdys.org](http://www.interdys.org)

## Our Purpose

*The purpose of The International Dyslexia Association is to pursue and provide the most comprehensive range of information and services that address the full scope of dyslexia and related difficulties in learning to read and write...*

*In a way that creates hope, possibility and partnership...*

*So that every individual has the opportunity to lead a productive and fulfilling life, and society benefits from the resource that is liberated.*

## Dyslexia Facts

- Dyslexia is a specific learning disability that is neurological in origin.
- 15%-20% of the population has a language based learning disability.
- Of the students with specific learning disabilities receiving special education services, 70%-80% have deficits in reading.
- Dyslexia is the most common cause of reading, writing and spelling difficulties.
- Dyslexia affects males and females nearly equally, and people from different ethnic and socio-economic backgrounds as well.
- 74% of the children who are poor readers in 3<sup>rd</sup> grade remain poor readers in the 9<sup>th</sup> grade and on into adulthood.

## How Your Sponsorship Makes a Difference!

Funds are set aside to:

- Provide seminars and support groups.
- Provide information, referral and advocacy services.
- Supply an information hotline.
- Provide direct services to professionals in the field of learning disabilities.

## Benefits of Sponsorship

- High visibility to 13,000+ male and female consumers of all ages.
- Projected attendance of 500 runner/walkers.
- Employee involvement in race events and volunteering.
- Promotional programs for product distribution, sampling and bounce-back couponing.
- Extensive race day recognition through signage, personal appearance and participation.
- Professionally managed event.

- Promotion in running and industry periodicals.
- Logo promotion on t-shirts, banners, IDA websites, flyers, registration forms and e-newsletters.

# 2008 Dyslexia Dash – I DA 5K Run/Walk

2008 Event Chairs: Jennifer Hasser & Dawn Stephen

## Corporate Sponsorship Levels

- Platinum \$10,000 (National Level: Exposure at Dashes held nationwide)
- Gold \$5,000
- Silver \$2,500
- Bronze \$1,000
- Crystal \$500 Contribution or In-Kind Donations

### Platinum \$10,000

Sponsor tent next to the main stage, PA announcements (6), Logo on banners (provided by sponsor), Banners at awards stage (provided by sponsor), Enclosures in race day packets, Pick-up point for registration forms, Print-ad exposure (post race), Logo to appear on race day T-shirt, Exposure through our websites

### Gold \$5,000

Sponsor tent, PA announcements (4), Logo on banners (provided by sponsor), Banners at awards stage (provided by sponsor), Enclosures in race day packets, Pick-up point for registration forms, Print-ad exposure (post race), Logo to appear on race day T-shirt, Exposure through our websites

### Silver \$2,500

PA announcements (2), Logo on banners (provided by sponsor), Enclosures in race day packets, Pick-up point for registration forms, Print-ad exposure, Logo to appear on race day T-shirt, Exposure through our websites

### Bronze \$1,000

PA announcements (1), Logo on banners (provided by sponsor), Enclosures in race day packets, Pick-up point for registration forms, Print-ad exposure, Logo to appear on race day T-shirt, Exposure through our websites

### Crystal \$500 Contribution or In-Kind Donations

Name to appear on race day T-shirt, Enclosures in race day packets, Exposure through our websites

Gather...Run...Walk...Partner...Smile...Liberate...Laugh...Share...Encourage...Support...Sponsor...and be Determined in our Efforts to Provide all that we can...so that Every Individual has the Opportunity to Lead a Productive and Fulfilling Life...Because we can...be Involved...be Inspired...and Create Change....





# Dyslexia Dash - I DA 5K



## Sponsor Commitment Form

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Company Name: (as it will appear on all printed materials)

\_\_\_\_\_  
\_\_\_\_\_

Company Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Website Information: \_\_\_\_\_

Contact Person:

\_\_\_\_\_

Phone Number:

\_\_\_\_\_

E-Mail Address:

\_\_\_\_\_

Fax Number:

\_\_\_\_\_

Form of Payment:     Check         Credit Card         In-Kind Contribution

CC# \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Please Make Checks Payable to: [Dyslexia Dash – IDA 5K](#)

In-Kind contributions will be collected by September 21, 2008. If you are providing a gift certificate or coupons please enclose them with this form. If you need race artwork for your printed materials please contact us. We appreciate your support! If your gift is an In-Kind contribution please describe it here:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will your company be interested in providing volunteers on race day?        Yes    or    No

How Many?    \_\_\_\_\_

Logo Submission: When submitting artwork please use .eps or .ai format, if not graphic needs to be at least 300 dpi. Email files to [Jennifer@SyllablesReadingCenter.com](mailto:Jennifer@SyllablesReadingCenter.com)

**Fax or mail this form to: Syllables Reading Center, 12755 Century Drive , Alpharetta, GA 30004**  
**Fax: 770-752-1823**