

2011 Sponsor Information

Dyslexia Dash - IDA 5K

Presented
By
The International Dyslexia Association
Georgia Branch



October 22, 2011
Riverside Park, Roswell, Georgia

Steering Committee

Jennifer Hasser, Margaret Brito, Debbie Dreas, Valerie Green, Ann Marie Lewis,
Angela Patton, Leslie A. Stuart, and Nan Troutman

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, IDA is the oldest organization of its kind in the United States serving individuals with dyslexia, their families, and professionals in the field. Since IDA does not receive government funding, the 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.

IDA provides information:

- To approximately 30,000 people annually via phone, mail and e-mail.
- Through the 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, IDA funds research on neurological, educational, and developmental issues as they relate to dyslexia. IDA advocates 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

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 3rd grade remain poor readers in the 9th grade and on into adulthood.

How Your Sponsorship Makes a Difference!

Your Sponsorship helps the Georgia Branch in its efforts to demystify reading difficulties, spread knowledge, and encourage change. The Branch...

- Provides seminars and support groups through IDA-GA Outreach Meetings
- Provides scholarships to the GA Branch Annual Dimensions of Dyslexia Conference
- Brings to GA unique teacher training opportunities for professionals in the field of learning disabilities
- Provides information and referral services
- Provides a GA Branch website (www.idaga.org) to inform the public about dyslexia and upcoming events in Georgia

Benefits of Sponsorship

- High visibility to 13,000+ male and female consumers of all ages.
- Projected attendance of 500 runners/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, and e-newsletters.

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**.....

2011 Dyslexia Dash - IDA 5K Run/Walk Sponsorship Levels

- Platinum Plus Philanthropist - \$5000 or more
- Platinum Benefactor - \$2500
- Gold Sponsor - \$1000
- Silver Sponsor - \$500
- Bronze Sponsor - \$300
- Crystal Contributor - \$150

Platinum Plus Philanthropist \$5000 or more

Sponsor tent, PA announcements (4), Sponsor logo/name on winner medals, Sponsor logo* on banners, Banner at awards stage (provided by sponsor), Sponsor may opt to provide a winner prize that publicizes their company, Promotional items in race day packets, Specially designated check-in / registration area for sponsor's employees, Print-ad exposure, Company Logo and Company Name professionally imprinted on race day T-shirt in EXTRA-LARGE print, Exposure through our websites including a link to the sponsor's website from our www.idaga.org website.

* Logo provided by sponsor.

Platinum Benefactor \$2,500

Sponsor table, PA announcements (2), Sponsor logo* on banners, Promotional items in race day packets, Specially designated check-in / registration area for sponsor's employees, Print-ad exposure, Company Logo and Company Name professionally imprinted on race day T-shirt in EXTRA-LARGE print, Exposure through our websites including a link to the sponsor's website from our www.idaga.org website.

*Logo provided by sponsor.

Gold Sponsor \$1,000

Sponsor table, PA announcements (1), Sponsor logo* on banners, Specially designated check-in / registration area for sponsor's employees, Print-ad exposure, Company Logo and Company Name professionally imprinted on race day T-shirt in LARGE print, Promotional items in race day packets, Exposure through our websites.

* Logo provided by sponsor.

Silver Sponsor \$500

Sponsor table, Company Logo and Company Name professionally imprinted on race day T-shirt, Promotional items in race day packets, Exposure through our websites.

* Logo provided by sponsor.

Bronze Supporter \$300

Company **Name** printed on race day T-shirt, Promotional items in race day packets, Exposure through our websites.

Crystal Contributor \$150

Promotional items in race day packets, Exposure through our websites.

Dyslexia Dash - IDA 5K Sponsor Commitment Form

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

Company Address:

Sponsorship Level (Circle one):

Platinum Plus Philanthropist - \$5,000

Platinum Benefactor - \$2,500

Gold Sponsor - \$1,000

Silver Sponsor - \$ 500

Bronze Sponsor - \$ 300

Crystal Contributor - \$ 150

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, 2011. If your gift is an In-Kind contribution, please describe it here: _____

If you are providing a gift certificate or coupons, please enclose them with this form.

If you need Dyslexia Dash artwork for your printed materials, please contact us.

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

Logo Submissions: When submitting artwork, please use .eps or .ai format. If you cannot submit in .eps or .ai format, the graphic will need to be at least 300 dpi. Email files to Jennifer@SyllablesReadingCenter.com

Fax or mail this form to

Syllables Reading Center, 12755 Century Drive , Alpharetta, GA 30004 Fax: 770-752-1823

Thank you! The Georgia Branch of the International Dyslexia Association appreciates your support!