



# 2020 Sponsorship Opportunities



**Presented by:**

International  
**DYSLEXIA**  
Association® Georgia Branch

**October 17, 2020**

**Perimeter Mall**

**8:15 am Start Time**

(Kids Dash begins at 7:45 am)

[Click here to register to become a sponsor.](#)



## About Our Organization: IDA – GA

The International Dyslexia Association Georgia Branch is here to serve the needs of families, educators and professionals concerned with struggling readers. IDA Georgia is a non-profit organization dedicated to helping individuals living with dyslexia, a learning difference that affects up to 20% of the U.S. population, as well as their families and the communities that support them.

Our goal is to provide essential research-based information about assessment, diagnosis, resources, and appropriate educational intervention. We offer information and referrals, community outreach events, professional education conferences, and teacher training opportunities to increase public awareness and remediation of dyslexia.

## Learn About Dyslexia

- Dyslexia is a specific learning disability that is neurological in origin.
- Dyslexia is the most common cause of reading, writing, and spelling difficulties.
- 15-20% of the population has a language-based learning disability.
- 74% of children who are poor readers in 3<sup>rd</sup> grade remain poor readers in 9<sup>th</sup> grade and into adulthood.
- Of the students with a specific learning disability receiving special education services, 70-80% have deficits in reading.

## Make A Difference

Your sponsorship of the Dyslexia Dash helps IDA-GA in its efforts to spread the word about dyslexia, helping families, educators and professionals with tools and resources. Funds raised from the annual Dyslexia Dash help:

- Support the dyslexia community through seminars and IDA-GA outreach meetings
- Deliver teacher workshops, scholarships and grants for those seeking Structured Literacy training
- Provide the Georgia community with information and referral services
- Keep the IDA-GA branch website up to date to inform the community about dyslexia
- Provide scholarships to the GA Branch Annual Dimensions of Dyslexia Conference

## Become a Sponsor

Sponsorship means not only helping struggling readers, it means great brand exposure to a very targeted audience. Race participants consist of families associated with dyslexia as well as runners who love our 5k race which is a Peachtree Road Race qualifier. With sponsorship, you will have high visibility to over 1,700 runners of all ages. You will receive:

- High visibility to Atlanta area male and female consumers of all ages
- Exposure to a projected 1,700 runners/walkers – our largest yet!
- Increased brand recognition as our race grows 25-30%+ each year
- Promotional programs for product distribution, sampling and couponing
- Pre-event, online, social media and IDA-GA website marketing
- Extensive race day recognition through signage and personal interaction with runners
- Your brand on t-shirts, IDA-GA website and emails to the IDA-GA member base
- 100% tax-deductible donation



## 2020 IDA-GA Dyslexia Dash 5K Run/Walk and Kids Dash

### Sponsorship Levels

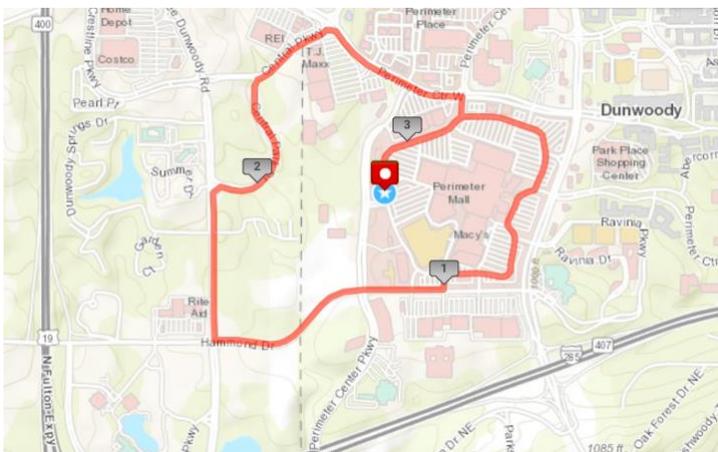
Benefit	Diamond \$3000 40% off	Gold \$1500 40% off	Silver \$500 40% off	Bronze \$300 40% off
<i>Please note the Virtual Event options listed below as alternatives should we be unable to meet in person on race day.</i>	\$1,800	\$900	\$300	\$180
Logo on Race Day Bag	✓			
Featured Location at Event <i>(Virtual Event: Ad opportunity during all promotion of event.)</i>	✓			
Branded Water & Snack Sponsor <i>(provided by sponsor)</i>	✓	✓		
Sponsor Tent* <i>(provided by IDA-GA)</i>	2 Tents ✓	✓		
Banner at Finish Line <i>(provided by sponsor)</i> <i>(Virtual Event: Banner Ads on race day.)</i>	✓	✓		
Free Race Registrations	(4) ✓	(2) ✓		
Name or Logo on IDA-GA Website <i>(clickable link)</i>	✓	✓		
Public Recognition During Event <i>(Virtual Event: Recognition during race)</i>	✓	✓	✓	
Free <i>Dyslexia Dash</i> T-shirts	(4) ✓	(2) ✓	(2) ✓	(1) ✓
Company Logo on T-shirt <i>(logo size varies per level)</i>	✓	✓	✓	Name Only
Sponsor Table at Race	2 Tables ✓	✓	✓	✓
IDA-GA Email Promotion	✓	✓	✓	✓
IDA-GA Social Media Promotion	✓	✓	✓	✓
VIP Tent Access	✓	✓	✓	✓
Item in Race Day Bag <i>(provided by sponsor at your table)</i> <i>(Virtual Event: Items will be provided in bags for runners to pick-up with t-shirts.)</i>	✓	✓	✓	✓

\* If you would like to provide your own tent, please contact us by October 1, 2020.



## Details

- **Race Day Bag:** All registrants will receive a durable drawstring bag. All sponsors have the option of providing a handout or giveaway at their table. Runners will be able to fill up their bag with goodies from all the tables.
- **Free Registrations:** Diamond sponsorships will include 4 free race registrations. Gold will include 2 free race registrations.
- **Social Media Promotion:** IDA-GA will promote our sponsors on our Facebook, Twitter, and Instagram.
- **Free T-Shirts for Sponsors:** Diamond sponsorships will receive 4 free race t-shirts. Gold and Silver level sponsors will receive 2 free race t-shirts, and Bronze level sponsors will receive 1 free race t-shirt.



- **NEW! 1-Mile Kids Dash Run/Walk:** (ages 10 and under) for our younger runners. This fun event, along with the activities at the Kids Zone, means there is something for everyone in the family! The 1-Mile Kids Run/Walk will start at 7:45am behind the 5K runners.
- **Race Time.** The Dyslexia Dash will start at 8:15am. **SPECIAL NOTE:** *Sponsor, Kids Zone, Registration, and Parking areas along with our Start/Finish lines will be behind Nordstrom and Von Maur.*

## Sponsorship Registration

[Click here to register to become a Diamond, Gold, Silver, or Bronze level sponsor.](#)

**Deadline – Please register as a sponsor by Sept. 15, 2020 to take full advantage of all promotional opportunities.**

## Sponsor Teams

Once you become a sponsor, we encourage you to form a team for your organization! We will send you all the information you need for you and your team members to register. Anyone registering under your team gets an automatic \$5 discount. Some teams create their own t-shirts or other flair to wear on race day.



## Sponsor Logos

For all Silver and above sponsorships, please email your logo for the Dash t-shirt and other marketing. When submitting artwork, please send both .EPS or .AI format for print and .JPG for online. If you cannot submit in .EPS or .AI format, the graphic will need to be at least 300 dpi. Email files to [Kschreiner@atlantaspeechschool.org](mailto:Kschreiner@atlantaspeechschool.org).

*Join the conversation with the hashtag: #dyslexiadash2020*

*2020 Dyslexia Dash T-Shirt Design*





## Sponsor Giveaways for Race Day

Our Race Bags are a great way to provide materials, handouts or giveaways to race participants. You will provide these at your table; runners will be encouraged to stop by the tables to gather your goodies. We anticipate approximately 1,700 participants, so we suggest you provide a quantity of at least 600 to be handed out at race day; simply bring your materials on race day.

*All participants will have the opportunity to pick-up their bags and t-shirts prior to race day at several locations.*

## In-Kind Sponsorship

Have a business that you would like to have a presence in the Kids Zone or Festival on Dash Day by providing entertainment, goods or services as an in-kind sponsor? All In-Kind Sponsors receive the benefits of Bronze Level Sponsorship. We would love to have you join us! Please contact [slevyassociatesllc@yahoo.com](mailto:slevyassociatesllc@yahoo.com). A member of the Dash committee will get back to you.



## Questions?

Please contact [slevyassociatesllc@yahoo.com](mailto:slevyassociatesllc@yahoo.com) and a Dash committee member will get back to you as soon as possible. It takes a village – and we are hoping you will be a part of our village in making the 2020 Dyslexia Dash a huge success!



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*#dyslexiadash2020*