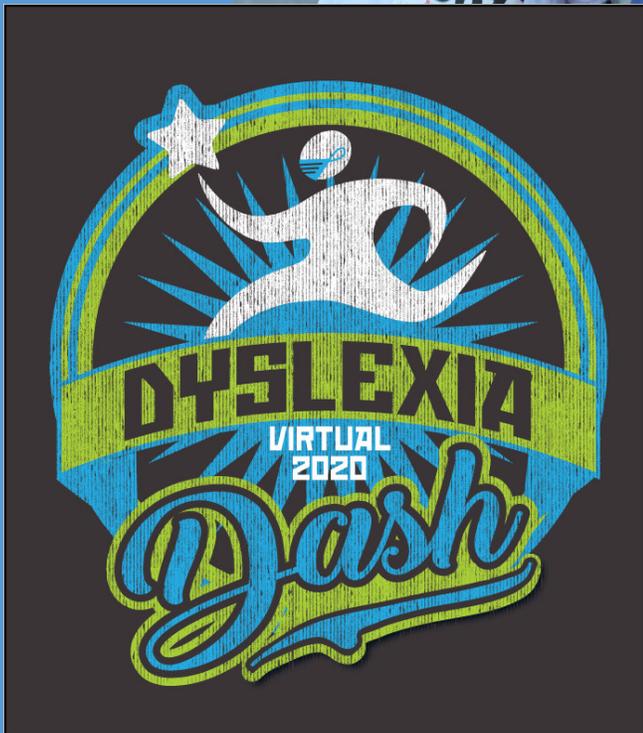
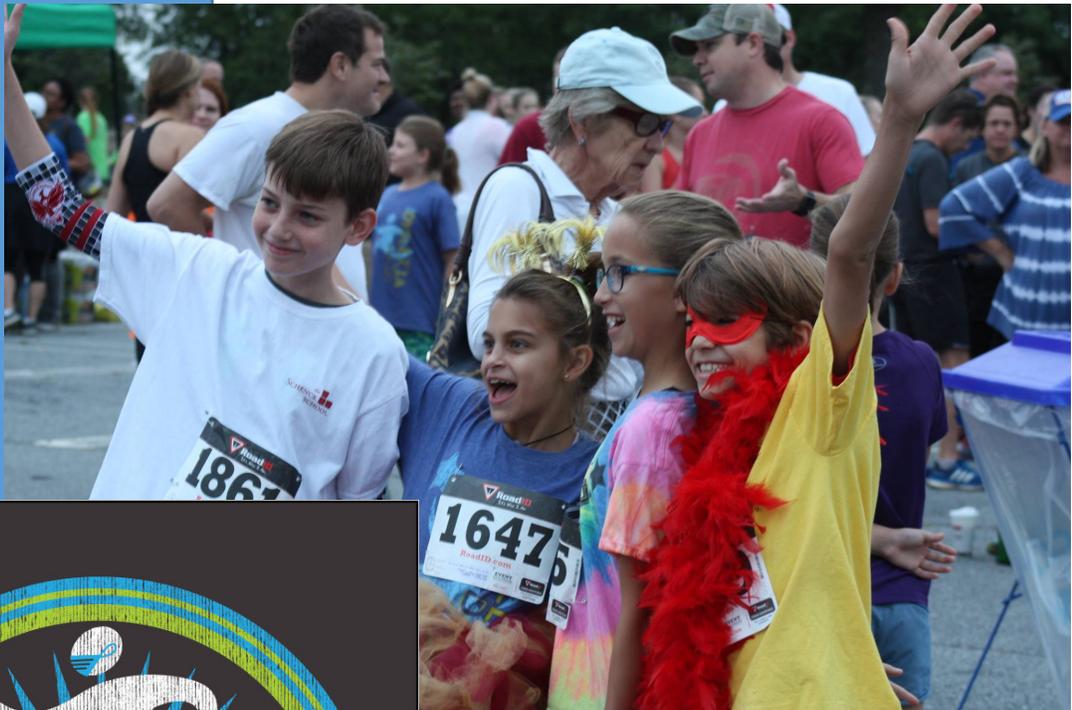




2020 Sponsorship Opportunities



Presented by:



Register Now, Race When You Can

VIRTUAL EVENT

Race times posted online Oct. 24-Nov. 1, 2020

[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 3rd grade remain poor readers in 9th 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 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 recognition throughout October 2020
- Your brand on t-shirts, IDA-GA website and emails to the IDA member base
- 100% tax-deductible donation



2020 IDA-GA *Virtual* Dyslexia Dash 5K Run/Walk

Sponsorship Levels

Benefit	Diamond \$3000 40% off \$1,800	Gold \$1500 40% off \$900	Silver \$500 40% off \$300	Bronze \$300 40% off \$180
Logo on Customized Race Bag	✓			
Ad Opportunity During all Promotion of Event <i>(supplied by sponsor)</i>	✓			
Sponsor Shout-Outs During Virtual Race Day Special Events Coverage	✓	✓		
Banner Ads on During Race Week Coverage	✓	✓		
Free Race Registrations	(4) ✓	(2) ✓		
Public Recognition During Event Month	✓	✓	✓	
Name or Logo on IDA-GA Website <i>(clickable link)</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
IDA-GA Email Promotion	✓	✓	✓	✓
IDA-GA Social Media Promotion	✓	✓	✓	✓
Item included with T-Shirt Mailing <i>(provided by sponsor in advance)</i>	✓	✓	✓	✓



Details

- **Race Bag:** All registrants will receive a durable drawstring bag. All sponsors have the option of providing a handout or giveaway to be placed in bags. *(These will be mailed, so heavy items are prohibited this year.)*
- **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 before, during and after the event.
- **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.

DYSLEXIA DASH 2020



- **Virtual Race Details -** *Since the 2020 Dyslexia Dash will be held as a virtual event, participants can choose when to run any time after they register. Sponsors/schools with special events planned to run together can coordinate special coverage with IDA-GA. Each individual participant will be able to log their race times between October 24 through Nov. 1, 2020.*

- *Much more info to come.*

2020 Dyslexia Dash VIRTUAL T-Shirt Design

Sponsorship Registration

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



Deadline – Please register as a sponsor by Sept. 30, 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.

Join the conversation with the hashtag: #dyslexiadash2020



Sponsor Giveaways

Our Race Bags are a great way to provide materials, handouts or giveaways to race participants. This year, you will provide these to us in advance (deadline to come) for inclusion in our race bags. We anticipate approximately 1,700 participants, so we suggest you provide a quantity of at least 1,200 or more to be included.

All participants registering by October 15 will have their bags and t-shirts mailed to them prior to race day. Those registering between Oct. 15 and Nov. 1 will receive their bags and t-shirts by mid-Nov.

In-Kind Sponsorship

Have a business that you would like to have a presence by providing 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. A member of the Dash committee will get back to you.

Questions?

Please contact 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!



International
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#dyslexiadash2020