



2018 Sponsor Opportunities



Presented by:



**October 20, 2018
Perimeter Mall
8:30 am Start Time**

[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 training for those that would not otherwise receive it
- 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 scholars 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 1,500 runners of all ages. You will receive:

- High visibility to Atlanta area male and female consumers of all ages
- Exposure to a projected 1,500 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, flyers and emails to the IDA-GA member base
- 100% tax-deductible donation

2018 IDA-GA Dyslexia Dash 5K Run/Walk and Kids' Dash

Sponsorship Levels

Benefit	Diamond \$3000	Gold \$1500	Silver \$500	Bronze \$300
Logo on Race Day Bag	✓			
Branded Water & Snack Sponsor <i>(provided by sponsor)</i>	✓	✓		
Sponsor Tent* <i>(provided by IDA-GA)</i>	✓	✓		
Banner at Finish Line <i>(provided by sponsor)</i>	✓	✓		
Free Race Registrations	✓ (4)	✓ (2)		
Name or Logo on Website <i>(clickable link)</i>	✓	✓		
Public Announcement During Event	✓	✓	✓	
Logo on Print Ads	✓	✓	✓	
Company Logo on T-shirt <i>(logo size varies per level)</i>	✓	✓	✓	Name Only
Sponsor Table at Race	✓	✓	✓	✓
IDA-GA Email Promotion	✓	✓	✓	✓
IDA-GA Social Media Promotion	✓	✓	✓	✓
Item in Race Day Bag <i>(provided by sponsor at your sponsor table)</i>	✓	✓	✓	✓
Two Free T-shirts	✓	✓	✓	✓

* Only tents provided by IDA will be allowed the morning of the race.

What You Can Expect Again This Year

- **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 Promotions.** IDA-GA will promote our sponsors on our Facebook, Twitter, and LinkedIn pages.
- **Free T-Shirts for Sponsors.** Diamond sponsorships will include 4 free race t-shirts. Gold, Silver, and Bronze level sponsors will receive 2 free race t-shirts.
- **Kids 100-Yard Dash.** We will once again have a Kids' Dash 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 Kids Dash will start at approximately 9:30am.
- **Race Time.** The Dash will start at 8:30am. This later start time will make it easier to get the whole family out the door for participants and more time for your table set up.

Sponsorship Registration

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

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 or .PNG for online. If you cannot submit in .EPS or .AI format, the graphic will need to be at least 300 dpi. Email files to dash.ga.info@gmail.com.

Sponsor Giveaways for Race Day

With the addition of the Race Bags this year, this is 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 1,500 participants, so we suggest you provide a quantity of at least 500 to be handed out at race day; simply bring your materials to race day.

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 dash.ga.info@gmail.com. A member of the Dash committee will get back to you.

Questions?

Please contact dash.ga.info@gmail.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 2018 Dyslexia Dash a huge success!