



# 2021 Sponsorship Opportunities



**Presented by:**

International  
**DYSLEXIA**  
Association® Georgia Branch

**October 16, 2021  
In-Person at Perimeter Mall, Atlanta, GA  
and a Virtual Option October 8-16, 2021**

[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 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



## 2021 IDA-GA Dyslexia Dash 5K Run/Walk

### Sponsorship Levels

Benefit	Diamond \$3,000	Gold \$1,500	Silver \$500	Bronze \$300
Logo on Customized Race Bag	✓			
Featured Location at Event	✓			
Banner at Finish Line <i>(provided by sponsor)</i> & Sponsor Shout-Outs During Race Day Special Events Coverage	✓	✓		
Sponsor Tent* <i>(provided by IDA-GA)</i>	(2 Tents) ✓	(1 Tent) ✓		
Banner Ads on During Race Week Coverage	✓	✓		
Free Race Registrations	(4) ✓	(2) ✓		
Public Recognition During Event Month	✓	✓	✓	
Company Logo on T-shirt <i>(logo size varies per level)</i>	✓	✓	✓	Name Only
Branded Water & Snack Sponsor <i>(provided by sponsor)</i>	✓	✓	✓	✓
Name or Logo on IDA-GA Website	✓	✓	✓	✓
Free <i>Dyslexia Dash</i> T-shirts	(4) ✓	(2) ✓	(2) ✓	(1) ✓
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 sponsor table or given to Kelly Schreiner by October 1 if virtual)</i>	✓	✓	✓	✓

\* If you would like to provide your own tent, please contact us by October 1, 2021.

## 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.
- **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.

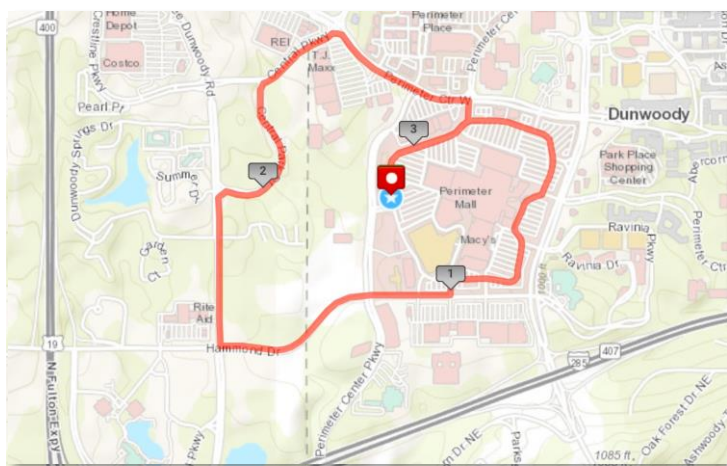
### DYSLEXIA DASH 2020



**Virtual Race Details:** The 2021 Dyslexia Dash will be held both in-person at Perimeter Mall and as a virtual event for participants who are unable to join the event in Atlanta.

Each individual participant will be able to log their race times between October 8 through October 16, 2021.

2020 lexia Dash VIRTUAL T-Shirt Design



**1-Mile Kids 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 8:00am** before the 5K event at 8:30am.

**Race Time:** The Dash will start at 8:30am.

**SPECIAL NOTE:** Sponsor, Kids Zone, Registration and parking areas along with our Start/Finish lines will take place behind Nordstroms and Von Maur at Perimeter Mall.



## Sponsorship Registration

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

**Deadline – Please register as a sponsor by Sept. 24, 2021 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 School Teams registering by September 30 will have their bags and t-shirts delivered to their school prior to race day. Those registering between Oct. 1 and Oct. 16 will receive their bags and t-shirts on race day. Virtual racers will have their bags mailed after October 17.*

## 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: #dyslexiadash2021*



## Sponsor Giveaways

The Dyslexia Dash event is a great way to provide materials, handouts or giveaways to race participants. With our live event, race participants will visit sponsor tables to pick up items. Items included in bags for virtual participants need to meet weight and size guidelines and be provided to us on race day. We anticipate approximately 1,700 participants, so we suggest you provide a quantity of at least 1,200 or more to be included.

## 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](mailto:slevyassociatesllc@yahoo.com). A member of the Dash committee will get back to you.



## Social Media Instagram Contest

For the first time, this year IDA-GA will invite participants to tag us on Instagram @idageorgia and use the hashtag #dyslexiadash2021 for a chance to win one of many great prizes. Sponsors are invited to join the fun and donate a prize. To donate, please email Jen Burch at [Jburch@schenck.org](mailto:Jburch@schenck.org).

## 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 2021 Dyslexia Dash a huge success!



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[#dyslexiadash2021](https://www.instagram.com/dyslexiadash2021)