



2024 Sponsorship Chairperson Description

The Sponsorship Chairperson's Role

Serving as a Sponsorship Chairperson, you will work in conjunction with the volunteer committee members and the Marketing and Events Manager to help set and meet sponsorship revenue goals to ensure Family Connection's key fundraising events—LOOK!TM, and Buddy Walk—are a success.

LOOK! Background

LOOK! is an inspiring photography exhibit highlighting the unique abilities of children and young adults in South Carolina who are living with a disability. Professional photographers volunteer their time and talents during photo sessions capturing the participants in candid moments doing things they like to do best.

We will present the annual exhibit at an opening ceremony on June 2nd at the Richland County Library. The photos will remain on display through mid-July and then travel to additional venues. The intent of LOOK! is to help people pause, reflect, and see disability in a thoughtful way. It is a beautiful event that speaks to our goal of creating inclusion, equity, and community.

Buddy Walk Background

Each year, Family Connection honors Down Syndrome Awareness Month in October, and we host our Buddy Walk event as part of this annual celebration. This walk and festival-like event attracts nearly 1,000 family members, friends, sponsors, and supporters who raise awareness and funds during the Buddy Walk campaign.

Sponsorship Chair Responsibilities:

- Become familiar with Family Connection mission and event speaking points and be comfortable presenting this information to help promote interest, participation, and support of our events.
- Ask your company or organization to support our events by committing to one or more of these activities:
 - Become a sponsor of LOOK! or
 - Purchase ad space in the LOOK! Book
 - Become a sponsor of Buddy Walk or form a company team and commit to a fundraising goal
 - Become an event vendor
 - Make a donation to LOOK! or Buddy Walk
- Help recruit one or more members to the volunteer leadership committee.
- Work with committee and staff liaison to:
 - Develop a prospective sponsorship pipeline to secure two or more new sponsors for each event
 - Assist with confirming past year sponsors
 - Assist with securing one or more venues for the LOOK! 2024 exhibit to be on public display (venues can be located anywhere in the state)
- Write a personal thank you note to sponsors upon commitment.
- Serve on a panel to choose LOOK! exhibit photos.
- Serve as a tailgate judge at Buddy Walk.
- Meet with staff liaison and other committee members monthly (virtual or in-person).