



3/21 Pledge Daily Donor Sponsor Program

Thank you so much for considering Ruby's Rainbow 3/21 Pledge Daily Donor Sponsor Program!! Please review this document for more information to see if this is a right fit for you and/or your company.

What is the 3/21 Pledge? The 3/21 Pledge was a program created by Ruby's Rainbow in 2015 to help us spread the word about our mission and raise scholarship funds and to also celebrate World Down Syndrome Day (3/21). It was our most successful event of the year bringing in over \$105,000 from people donating from 15 different countries! The most amazing part about it was that the money raised was mostly done in \$21 increments! We love to say that "every little bit counts"...and this was proof that we all really can make a difference when we come together. We were able to grant a record 35 scholarships last year totaling in \$105k and we are looking forward to helping even more recipients in 2017!

Here is how the Pledge works:

There are three steps to taking the 3/21 Pledge:

1. Donate \$21 (or any amount)
2. Pledge to be kind and considerate to people of all abilities
3. Ask three friends to do the same.

BAM! You have just helped someone with Down syndrome go for their college dreams!

We had a newly added twist in 2016 that we were super excited about and really helped motivate people to donate and share! We created an app so that once someone takes the 3/21 Pledge and donates, it gives them a participation number to share and then they can track what their donation and sharing it with friends generated! We literally want to be able to show that every little bit matters, and spreading the word is just as important as donating. We want as many people possible to know just how cool and capable people with Down syndrome are!!

Why would I want to be a part of the 3/21 Pledge?

Other than that warm and fuzzy feeling you get from helping someone rockin' that extra chromosome achieve their dream of college? Exposure to your product or business. During the 3/21 Pledge, Ruby's Rainbow and Kelle Hampton will be doing shout-outs, tagging and promoting the "Daily Donor Sponsors" to encourage people to donate during a certain time period. The sponsors will also have the option to put information about their product or business on the donation receipt for that time period, and/or a discount code to help drive donors to their site.

How do I get involved?

We have a few different ways to get involved. Check out our "Daily Donor Sponsor Program Levels" on next page to learn more!



Daily Donor Sponsorship Program Levels

Please review the sponsorship levels to see how we can rock the 3/21 Pledge together this year! Note: our 3/21 Pledge Campaign runs from 3/7/17 through 3/21/17

Opening Band: \$500- This sponsorship level is for a 1 hour time block. We will promote your business or product through our social media outlets during that time to encourage people to take the Pledge and they will get a donation receipt with your information on it and also saying that their donation was “sponsored” by you. You could include a discount code or some other incentive for the donors to check you out if you choose!

Groupie: \$1500- This sponsorship level is for a 4 hour time block and comes with all the perks of the “Opening Band” AND you also get your company logo and link to your website on the Ruby’s Rainbow Sponsors page on the website for one year.

Lead Guitar: \$3210- this sponsorship level gets you a 8 hour time block, you get all the perks of the above sponsorship levels AND....did you know that this amount provides one full Ruby’s Rainbow Scholarship? IT DOES!!!! With this level you will also get a scholarship awarded in you or your company’s honor!! You will get your company logo on the 3/21 Pledge website banner with a link to your website during your sponsored time block!

Rock Star: \$10,000 or above- This is the Rolling Stones of sponsorship levels!! Your company would be considered the “Title Sponsor” (there are up to five available) of the 3/21 Pledge and your information will go out on every receipt during the two week period leading up to March 21st! Your company logo will reside at the top banner on the 3/21 Pledge page during the entire month of March and also on our sponsor page on our Ruby’s Rainbow website for one full year!! You will get all of the perks of the other sponsorship levels, except instead if ONE Ruby’s Rainbow Scholarship awarded in your honor...you will get THREE!!

If you would like to become a Daily Donor Sponsor for the 3/21 Pledge, Please fill out the attached form out and send it via email to liz@rubysrainbow.org. Feel free to email or call Liz directly with any questions at 512-879-7801!! Thank you!



Company Name: _____

Contact Person: _____

Email: _____ Phone #: _____

Web Address: _____

Sponsorship Level (Please Check one)

- OPENING BAND \$500:** Please Include company logo!

Information you would like on donor receipt, including any discount codes (optional):

- GROUPIE \$1500:** Please include company logo!

Information you would like on donor receipt, including any discount codes (optional)

Short paragraph about your business for the sponsor page on the RR website:



- **Lead Guitar \$3210:** Please include company logo!
Information you would like on donor receipt, including any discount codes (optional)

Short paragraph about your business for the sponsor page on the RR website:

Name of person or company who Ruby's Rainbow will grant a 2016 scholarship in honor of:

- **Rock Star \$10,000 or above:** Please include company logo!
Information you would like on donor receipt, including any discount codes (optional). This will be included on every donation receipt!

Short paragraph about your business for the sponsor page on the RR website:

Name of person or company who Ruby's Rainbow will grant a 2016 scholarship in honor of:

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Please send all requested information via email to liz@rubysrainbow.org no later than February 19th, 2017. Thank you so much for believing in people with Down syndrome and helping them achieve their dreams of higher education!!