

Community Celebration Event Guide

Bring everyone together



How to host a joyful, accessible community celebration during 3.21 Week: a Sock Walk, a town-square party, or a giant community feet photo. It includes event formats, a planning timeline, a run of show, permits and safety, an accessibility checklist, vendor and table layout, and a volunteer roster.

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PICK YOUR EVENT

Event formats & planning timeline

Start simple. A giant feet photo can be as powerful as a big festival.

3.21 SOCK WALK

A short, flat, stroller- and wheelchair-friendly loop (a mile, or 3.21 km). Everyone walks in fun socks. Ends with a party.

TOWN-SQUARE CELEBRATION

Music, a proclamation reading, booths, a photo spot, and kids' activities. 1.5–2 hours.

GIANT FEET PHOTO

Everyone gathers for one huge aerial sock photo. 30–45 minutes, very easy.

FAMILY MEET-UP

A relaxed gathering for families of people with Down syndrome, with DSACO. Low-key, quiet options.

PLANNING TIMELINE

1

10–12 weeks out

Pick format, date, and place. Ask families and self-advocates to help plan. Contact the City about permits.

2

8 weeks out

Book space, sound, and insurance. Recruit volunteers. Invite partners and vendors.

3

6 weeks out

Announce the event. Invite the Mayor and media. Order socks and supplies.

4

2 weeks out

Confirm everything. Volunteer training. Accessibility walk-through.

5

Event week

Reminders, weather plan, supply pickup. Media advisory.

6

After

Thank-yous, photo recap, debrief, and results.

EVENT DAY

Run of show, permits & safety

A sample 90-minute celebration. Adjust times to fit.

TIME	WHAT HAPPENS
-1:30	Setup: tables, signs, sound, calm space, first aid, photo spot
-0:30	Volunteer huddle: roles, exits, lost-child plan, photo rules
0:00	Doors open: sock basket, stickers, welcome table
0:20	Welcome & “show your socks!” (MC)
0:30	Proclamation reading or remarks (5 min max)
0:40	Sock Walk or activities; music
1:10	Giant feet photo
1:20	Thank-yous and next steps
1:30	Wrap and cleanup

PERMITS & PAPERWORK

- ☐ Special-event or park-use permit (City)
- ☐ Event liability insurance
- ☐ Street closure / police support (if walking on roads)
- ☐ Food vendor permits (health department)
- ☐ Amplified sound permission
- ☐ Photo consent signage

SAFETY PLAN

- ☐ First-aid station and trained volunteer
- ☐ Lost-child plan and meeting spot
- ☐ Weather backup location or date
- ☐ Clear exits and emergency vehicle access
- ☐ Water and shade

MC WELCOME (30 SECONDS)

“Welcome to [Town] Celebrates 3.21! Everybody, show us your socks! Today we celebrate people with Down syndrome, who have three copies of chromosome 21. That’s why we’re here on 3/21. Different looks good here!”

RAIN PLAN

- Indoor backup (school gym, church, rec center)
- Decide by 8 a.m. and post it everywhere
- Giant feet photo works indoors too!

EVERYONE BELONGS

Accessibility checklist & layout

An event celebrating people with Down syndrome should work for people with every kind of disability.

ACCESSIBILITY CHECKLIST

- ☐ Step-free route, accessible parking, and drop-off
- ☐ Accessible restrooms (and portable accessible units if outdoors)
- ☐ Seating along the route and near the stage
- ☐ A calm/quiet space with low light
- ☐ Sensory bags: headphones and fidgets
- ☐ Visual schedule of the event posted and online
- ☐ Lower speaker volume; no sudden loud effects
- ☐ ASL interpreter or captions on request
- ☐ Large-print handouts
- ☐ Walk route under 1 mile, flat and paved
- ☐ Allergy-labeled food and water
- ☐ “No photos” lanyards available

SAMPLE LAYOUT (SKETCH YOUR OWN IN THE GRID)

Welcome & sock basket

Stage / MC

Photo spot

Calm space

Kids' activities

Partner tables

Food & water

First aid & lost child

ORGANIZE IT

Volunteer roster & budget

ROLE	NAME	PHONE	TIME	CHECKED IN

BUDGET ITEM	ESTIMATE	DONATED / SPONSOR	ACTUAL
Permits & insurance			
Sound / stage			
Socks & stickers			
Signs & printing			
Tables, tents, chairs			
Portable accessible restrooms			
Water & snacks			
ASL interpreter			
Other			