

# WALK FOR PARKINSON'S

2023 Sponsorship Opportunities





## Walk for Parkinson's is Back!

**Walk for Parkinson's** returned in 2022 in a major way. Across Southwestern Ontario, in 14 locations from Owen Sound to Windsor, **1360 participants and 80 teams** came together to support their loved ones and friends living with Parkinson's disease. Everyone brought their energy and enthusiasm to make this event memorable for all involved.



In 2023, Walk for Parkinson's will take place on **September 9<sup>th</sup> and 10<sup>th</sup>**. Walk for Parkinson's is an inspiring and inclusive event that brings the community together for a common goal – to raise funds that directly impact people living with Parkinson's and raise awareness for Parkinson's disease.

Walk for Parkinson's **provides hope** for our clients and their families, and allows them to gather in a supportive environment where loved ones and friends can connect.

Parkinson Society Southwestern Ontario is **Home** for those living with Parkinson's disease in Southwestern Ontario. Our goal is, was and always will be to create the very best community for everyone living with Parkinson's disease in our region.

Parkinson's disease is the **fastest growing neurodegenerative disorder** that affects both motor and non-motor functioning. Parkinson's disease affects more than **10,000 people** in our service area and over 100,000 nationwide. Parkinson's diagnosis rates are expected to double by 2031, which means our client base is growing rapidly and more people need our support.



## All Funds Raised Stay Local

All funds raised from Walk for Parkinson's **stay local** to ensure we can continue to support people living with Parkinson's across Southwestern Ontario.

Parkinson Society Southwestern Ontario provides **essential programs and services** that our clients rely on everyday – from speech training programs and exercise classes to support groups, we help to improve the quality of life for people living with Parkinson's disease.

Parkinson Society Southwestern Ontario provides **educational opportunities** through accessible webinars and conferences, ensuring that our clients stay informed and up to date with the latest developments in clinical practice and research.

Finally, Parkinson Society Southwestern Ontario supports a robust research program, through our **Graduate Student Scholarship Program**, allowing young scientists to continue their important research in the area of Parkinson's disease.

In 2023, we need **your support** to ensure we can continue to serve people who rely on our services every day. As a Walk for Parkinson's Sponsor, you will have the peace of mind that your funds stay local in Southwestern Ontario, directly supporting Parkinson's clients in your area.

**Join us in 2023**, as we continue the success of Walk for Parkinson's!

Sincerely,



**Dylan Murphy**  
Special Events Coordinator  
Parkinson Society Southwestern Ontario





## Join Us in 2023...

In 2023, we invite you to join us as a **Local or Regional Sponsor** for Walk for Parkinson's.

Your sponsorship will ensure that Parkinson Society Southwestern Ontario can continue to provide essential programs and services, investments in research, and educational opportunities that people living with Parkinson's rely on everyday.

The support from our sponsors also allows us to cover all costs associated with holding this event, including site rentals and day-of costs, such as food and entertainment.

## In Return for Sponsorship, We Will...

In recognition of your support, we will provide the following benefits:

- Logo recognition on our website, in our bi-annual newsletter, and on signage at your local walk
- Vocal recognition at your local walk
- Social media recognition before the event
- Opportunity to provide company branded materials at your local walk
- And much more!

For more details, please see our full listing of opportunities on the next page.



## 2023 Local Sponsorship Opportunities

### Premier Sponsor

**\$1,000**

- Company logo on sponsor recognition page on walk website, with direct link to company website
- Company logo on walk sponsor sign placed along walk route
- Company logo in Parkinson's Update magazine, winter/spring 2024 issue
- Opportunity to provide company branded materials at local walk
- Vocal recognition at local walk
- Social media recognition pre event

### Principal Sponsor

**\$500**

- Company logo on sponsor recognition page on walk website
- Company logo on walk sponsor sign placed along walk route
- Company name in Parkinson's Update magazine, winter/spring 2024 issue
- Vocal recognition at local walk
- Social media recognition pre event

### Associate Sponsor

**\$250**

- Company name on sponsor recognition page on walk website
- Company name on walk sponsor sign placed along walk route
- Vocal recognition at local walk
- Social media recognition pre event





## 2023 Regional Sponsorship Opportunities

### **DIAMOND SPONSOR**

**\$5,000**

- Company logo on entire walk website with direct link to company website
- Company logo and ¼ page company advertisement in Parkinson's Update magazine, winter/spring 2024 issue
- Company logo on walk sponsor sign displayed at all walks
- Article detailing company's involvement with Walk for Parkinson's to be featured on social media, e-news updates and PSSO website
- Vocal recognition at all walks with on stage presentation at walk of choice
- Opportunity to set up a display at all 14 walks
- Opportunity to bring on stage greetings at podium and begin the walk
- Social media recognition pre, during and post event

### **EMERALD SPONSOR**

**\$2,500**

- Company logo on entire walk website with direct link to company website
- Company logo in Parkinson's Update magazine, winter/spring 2024 issue
- Company logo on walk sponsor sign displayed at all walks
- Vocal recognition at five walks with on stage presentation at walk of choice
- Opportunity to set up a display at five walks
- Social media recognition pre, during and post event

### **SAPPHIRE SPONSOR**

**\$1,500**

- Company logo on entire walk website with direct link to company website
- Company logo in Parkinson's Update magazine, winter/spring 2024 issue
- Company logo on walk sponsor sign displayed at all walks
- Vocal recognition at two walks with on stage presentation at walk of choice
- Opportunity to set up a display at two walks
- Social media recognition pre, during and post event



## 2023 Walk for Parkinson's Letter of Intent

I \_\_\_\_\_ of \_\_\_\_\_

(Company Representative)

(Company Name)

Agree to sponsor the **2023 Walk for Parkinson's** taking place on September 9<sup>th</sup> & 10<sup>th</sup>, 2023

Walk Location: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Recognition Name (if different from company name):  
\_\_\_\_\_

## Payment Information

Amount: \$ \_\_\_\_\_

Method of payment: ☐ Cheque ☐ Visa ☐ Mastercard

Invoice Required: ☐ Yes ☐ No

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*\*if filling out this form electronically, your typed name will act as your signature*

### **Please return form to:**

Dylan Murphy, Special Events Coordinator

Email: [dylan.murphy@pssso.ca](mailto:dylan.murphy@pssso.ca)

Phone: (519) 652-9437, Ext. 208

Mail: Parkinson Society Southwestern Ontario

123-4096 Meadowbrook Dr., London, ON, N6L 1G4

