

WALK FOR PARKINSON'S

2024 Sponsorship Opportunities



Join Us in 2024!

Walk for Parkinson's is Parkinson Society Southwestern Ontario's largest annual fundraising event. In 2023, over 1,600 participants came together to support their loved ones and friends living with Parkinson's disease. Thanks to the support of our sponsors, participants and donors, we raised a record setting \$540,000!



In 2024, Walk for Parkinson's will take place on September 7th and 8th. 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 allowing them to gather in a supportive environment where loved ones and friends can connect.

About PSSO & Parkinson's Disease

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 in the world that affects both motor and non-motor functioning. Parkinson's disease affects more than 10,000 people in Southwestern Ontario 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, conferences and workshops 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 of Parkinson's disease.

Our Commitment in 2024

Over the next year, we are committed to:

- Providing programs to all of our communities, big and small
- Expanding our current service offerings
- Continuing our work to be the first place people turn to for support

Join us in 2024, as we continue the success of Walk for Parkinson's!

Sincerely,

A handwritten signature in black ink that reads 'Shelley Rivard'.

Shelley Rivard

CEO

Parkinson Society Southwestern Ontario



Join Us in 2024...

In 2024, we invite you to join us as a Local or Regional Sponsor for Walk for Parkinson's. Sponsorship is a perfect opportunity to reinforce your company's image as an active community partner. In return for your support, we provide a number of sponsorship benefits that will increase the visibility of your brand.

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 and after 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.



2024 Local Sponsorship Opportunities

Premier Sponsor

\$1,000

- Company logo on sponsor recognition page on walk website with direct link to company website
- Company logo in Parkinson's Update magazine, winter/spring 2025 issue (5,000 in-print hardcopies & 2,700 electronically delivered)
- Vocal recognition at local walk
- Company logo on signage placed along walk route
- Social media recognition before event
- Opportunity to activate sponsorship during event and interact with participants at your local walk (Ex. Provide branded merchandise and marketing materials)

Principal Sponsor

\$500

- Company logo on sponsor recognition page on walk website
- Company name in Parkinson's Update magazine, winter/spring 2025 issue (5,000 in-print hardcopies & 2,700 electronically delivered)
- Vocal recognition at local walk
- Company logo on signage placed along walk route
- Social media recognition before event

Associate Sponsor

\$250

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



2024 Regional Sponsorship Opportunities

DIAMOND SPONSOR

\$5,000

- Company logo on main walk website with direct link to company website
- Company logo and ¼ page advertisement in Parkinson's Update magazine, winter/spring 2025 issue (5,000 in-print hardcopies & 2,700 electronically delivered)
- Company article on why you give back etc. to be featured in socials, e-news updates and website
- Vocal recognition at all walks with on stage presentation at walk of choice
- Opportunity to set up a display at all walks
- Opportunity to bring on stage greetings at podium and begin the walk
- Company logo on signage placed at start/finish line

EMERALD SPONSOR

\$2,500

- Company logo on main walk website with direct link to company website
- Company logo in Parkinson's Update magazine, winter/spring 2025 issue (5,000 in-print hardcopies & 2,700 electronically delivered)
- Vocal recognition at five walks with on stage presentation at walk of choice
- Opportunity to set up a display at five walks
- Company logo on signage placed at start/finish line
- Social media recognition pre, during and post event

SAPPHIRE SPONSOR

\$1,500

- Company logo on main walk website with direct link to company website
- Company logo in Parkinson's Update magazine, winter/spring 2025 issue (5,000 in-print hardcopies & 2,700 electronically delivered)
- Vocal recognition at two walks with on stage presentation at walk of choice
- Opportunity to set up a display at two walks
- Company logo on signage placed at start/finish line
- Social media recognition pre, during and post event

