



AMERICAN  
PARKINSON DISEASE  
ASSOCIATION

## APDA Northwest Optimism Walk 2019 Sponsorship Proposal



**Sunday, June 2<sup>nd</sup>, 2019**



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## APDA Optimism Walk

A fundraising event that offers a short walk (2 miles) and an important opportunity for friends, families, and individuals coping with Parkinson's to take their passion and concern and turn it into a positive experience aimed to help end Parkinson's disease.

Our goal is 700 walkers and \$150,000 raised for the American Parkinson Disease Association!

Join us for a family fun day filled with inspiration, hope, and a great sense of community! Funds raised will enable APDA to continue providing information, education, and support to those impacted by PD and fund scientific research into the causes, prevention, treatments and ultimately the cure. Every dollar raised makes an important difference.

### Parkinson's Disease By the Numbers

1 million people in the US  
are living with PD

Every 9 minutes, someone in the  
US is diagnosed with PD (that's 60,000  
people per year)

Men are 1.5 times as likely  
to get PD as women

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## 2019 Event Details

**Sunday, June 2, 2019**

**Ship Canal Trail**

**Starting and Ending at the Nickerson Street Saloon**

Check-In/Activities 9:30 am

Walk Begins 10:30 am

Post-Walk Celebration 11am – 1 pm



## APDA Optimism Walk Sponsorship Options and Deadlines

	Platinum	Gold	Silver	Friend of APDA
<b>Support Level</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1000</b>
<b>Pre Event Recognition &amp; Benefits</b>				
Logo placement on local printed materials (Poster, Brochure)	✓	✓		
Logo included with hyperlink on event website	✓	✓		
Promotional posts/features in social media marketing	<b>up to 4</b>	<b>up to 3</b>	<b>up to 1</b>	
Inclusion in local press releases and media advisories	✓	✓		
Recognition is email blasts to participants	<b>up to 3</b>	<b>up to 2</b>	<b>up to 1</b>	
Included in Parkinson's Pathfinder Newsletter listing company as an event sponsor (circulation 5k)	<b>Business Card Size Ad</b>	<b>Name</b>		
Use of Optimism Walk logo	✓	✓	✓	✓
Opportunity for key staff member to sit on Optimism Walk Executive Leadership Team	✓	✓	✓	✓
<b>Event Day Recognition &amp; Benefits</b>				
Featured recognition on event signage, during program announcement and an opportunity to speak during event	✓			
Logo placement on event t-shirts	<b>Large Logo</b>	<b>Medium Logo</b>	<b>Small Logo</b>	
Exhibit space (6' table) with opportunity to distribute premiums to participants and interact with target audience	✓	✓	✓	
Verbal recognition at the event	✓	✓	✓	✓
<b>Post Event Recognition &amp; Benefits</b>				
Mention in local post-event communications and thank you material	✓	✓	✓	
Company name recognition in donor section of newsletter	✓	✓	✓	✓

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## Sponsorship Dollars at Work

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Funds raised at the 2019 APDA Northwest Optimism Walk will be used towards a number of important local and national projects with the ultimate goal of discovering a cure and supporting those living with Parkinson's disease.

### APDA Mission & Vision:

Every day, we provide the support, education and research that will help everyone impacted by Parkinson's disease live life to the fullest.



### About APDA (nationally):

The American Parkinson Disease Association (APDA) was founded in 1961 with the dual purpose of supporting people living with Parkinson's disease (PD) and funding research that will lead to a cure. In that time, APDA has raised and invested more than \$89 million to fund research, patient services and education, and elevate public awareness. As the country's largest Parkinson's grassroots organization, APDA aims to support the more than one million Americans with Parkinson's disease and their families through a nationwide network of Chapters, Information and Referral (I&R) Centers, and support groups. APDA pursues its efforts to find a cure by funding Centers for Advanced Research and awarding grants to fund the most promising research toward discovering the cause(s) and the cure for Parkinson's disease.

### About APDA Northwest:

APDA Northwest serves thousands of people living with Parkinson's disease in Washington, Oregon, Alaska, Idaho, and Montana. APDA's energy is focused on patient services, education, raising public awareness and funding research. We fulfill our mission locally by educating and empowering those in our community challenged with Parkinson's by promoting hope and optimism through innovative services and programs, and funding vital local and national research. This dual mission of helping people live better today while we also fight for a better life tomorrow, is unique.





## 2019 Optimism Walk Sponsorship Commitment Form

\_\_\_ Platinum Sponsor (\$7,500)      \_\_\_ Friend of APDA (\$1000)  
\_\_\_ Gold Sponsor (\$5,000)      \_\_\_ Other: \_\_\_\_\_  
\_\_\_ Silver Sponsor (\$2,500)



Thank you for your commitment to sponsoring the Northwest Optimism Walk and helping APDA create a better future for those living with Parkinson's disease!

\_\_\_\_\_  
Company name/donor      Primary contact

\_\_\_\_\_  
Address

\_\_\_\_\_  
City      State      Zip code

\_\_\_\_\_  
Phone      Email

\_\_\_\_\_  
Alternate contact person      Phone      Email

\_\_\_\_\_  
Signature of primary contact      Date

*(My signature indicates authorization to make this commitment on behalf of my company.)*

**YES**, you may list my/our name in press releases, annual reports, and/or internal publications as an American Parkinson Disease Association contributor. Please publish my/our name as: \_\_\_\_\_  
Our Social Media handles to link or tag us in posts are:  
FB @ \_\_\_\_\_ Instagram @ \_\_\_\_\_ Twitter @ \_\_\_\_\_

**NO**, I/we prefer the support remains anonymous. Please do not publish the name.

### Payment options: (payment is due upon commitment unless other arrangements have been made with APDA)

Check Enclosed (payable to APDA)       Credit Card - Visa    MasterCard    AMEX    Discover

\_\_\_\_\_  
Credit Card Number      Expiration Date      CW

\_\_\_\_\_  
Name as it appears on card      Signature

Contributions to APDA are fully tax deductible to the extent permitted by law. Tax ID: 13-196771

Please send completed form to Allison Paytosh at [apaytosh@apdaparkinson.org](mailto:apaytosh@apdaparkinson.org) or fax

206-455-8980 180 Nickerson Street Ste 108 | Seattle, WA 98109 | 206-695-2905