



# STEP OUT ON PARKINSON'S

## ABOUT THE EVENT

**Who:** 2,000 walkers

**When:** Fall 2018

**Where:** 09.09 Bend, Drake Park  
09.23 Eugene, Alton Baker Park  
09.30 Portland, World Trade Center  
10.15 Vancouver, Esther Short Park

## ABOUT PRO

Parkinson's Resources of Oregon (PRO) was founded in 1980 to provide help and support for the PD community in Oregon and Washington. Today, PRO is nationally recognized as a non-profit with the singular focus of improving the quality of life for residents living with Parkinson's by balancing hope for the future with education and services for today. We are currently serving 12,000 patients, families, and the healthcare professionals who care for them.

## ABOUT PARKINSON'S DISEASE

**More than 1 million people in the US have been diagnosed with Parkinson's disease (PD), and an estimated 50,000 in Oregon and Washington.**

Parkinson's disease is a neurodegenerative brain disorder that normally progresses slowly. While PD itself is not considered to be fatal, the Center for Disease Control rated complications from the disease as the 14<sup>th</sup> leading cause of death. With no cure on the immediate horizon, it is more important than ever that families receive the education and support they need to maximize health, wellness, and plan for the future.

## CONTACT

**Lauren Tietsort**  
Development Director  
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800.426.6806 | 503.344.6952

Welcome!

Thank you for leading your organization's commitment to the improved quality of life for our Parkinson's community through considering a partnership with Parkinson's Resources (PRO).

For over 35 years, PRO's been dedicated to positively supporting the lives of patients, families and caregivers living with Parkinson's. We rely on philanthropic events, including Sole Support, as a major source of revenue, generating 30% of the operating funds for the programs and services PRO offers to those impacted by Parkinson's disease.

With the support of companies like yours, these programs are offered at NO CHARGE to clients – many of whom may be unable to access the services otherwise. **Through our 2018 Sole Support season, it is our goal to raise \$285,000 in order to advance the health and vitality of individuals and families impacted by Parkinson's.**

Parkinson's Resources of Oregon (PRO) launched a major initiative to expand our programs to better serve the growing needs of the Northwest's Parkinson's community. Last summer we moved to a large Portland-area facility for enhanced and centralized programs, as well as established a permanent office and staff in Bend to serve the Central Oregon. These are brick and mortar extensions of the compassion and expertise for which the community relies on from PRO made possible by partners like you.

More than 200 volunteers partner with our eight staff to implement programming throughout our region, but we couldn't possibly accomplish so much without the tremendous support of our corporate community. We hope that you'll join us in celebrating our Parkinson's community as a Sole Support sponsor. Together we can continue to lead the way in providing quality care to individuals and families in the Northwest. We look forward to sharing this incredible event with you and your team!

Kindest regards,

Lauren Tietsort  
Development Director



# sole support for parkinson's

*Providence has been a proud supporter of Parkinson's Resources and actively involved in Sole Support for years. We are committed to the mission of PRO and the excellent care they provide those members of our community impacted by Parkinson's disease.*

**Frank Krause**  
Administrative Director  
Providence Brain & Spine

Sole Support is a longstanding series of philanthropic events based on a peer-to-peer platform. Through this model the roughly average 1,500 tap into their networks of family, colleagues, and friends to sponsor them in this event. Each of the four events culminates in a community celebration with 1k and 5k walks. In the past 13 years, Sole Support has raised \$2.3M through the generosity of corporations and individuals committed to its success.

Please join us in **Stepping Out on Parkinson's**.

**Guest Experience:** At each event walkers will enjoy an afternoon of celebration, gathering together as friends, family, and community in a social setting with music, food vendors, and family-friendly activities, culminating in 1k and 5k walks. Incentives will be available for participants hitting a path for fundraising benchmarks, as well as drawings and grand prizes for our top fundraisers.

09.09 Bend, Drake Park                      09.30 Portland, World Trade Center  
09.23 Eugene, Alton Baker Park    10.06 Vancouver, Esther Short Park



**Key Deadlines** Please respond by the following dates to ensure you receive full recognition benefits:

- \* **May 1, 2018** inclusion in the Sole Support postcard
- \* **June 1, 2018** inclusion in the Sole Support brochure
- \* **July 1, 2018** inclusion in the Sole Support second-round postcard
- \* **August 1, 2018** inclusion on event materials and Sole Support t-shirts

**Contact: Lauren Tietsort**

lauren@parkinsonsresources.org  
or 503.344.6952

**Ask about our Give or Get!**

sponsorship opportunities

2018 SOLE SUPPORT Sponsorship Benefits	Pathway \$10,000	Bridge \$7,500	Gold Medal \$5,000	Petal \$2,500	Footstep \$1,500
Presented by <i>Your Company</i>	•				
Opportunity to lead the start of the walk(s)	•				
Corporate banner at registration/check-in area	•				
Feature story of support in email to PRO clients	•	•			
Inclusion in all press releases	•	•			
Inclusion in digital advertisements	•	•	•		
Logo on 2018 event t-shirts signage at event	•	•	•		
Company highlight in email to all event registrants	•	•	•		
Logo on print collateral and ads	•	•	•	•	
Verbal recognition during event program	•	•	•	•	
Logo on Sole Support website and social media	•	•			
Listing on Sole Support website and social media			•	•	
Full-color ad in PRO newsletter	1/2 page	1/2 page	1/4 page	1/4 page	
Listing in PRO newsletter and event emails	•	•	•	•	
Recognition on event participant packets	•	•	•	•	•
Two annual Sole Support t-shirts	•	•	•	•	•
Tabling opportunities in partner area	4	4	4	2	1



sole support  
for parkinson's

# Sponsor Form

## CONTACT INFORMATION

COMPANY NAME (PLEASE LIST AS IT SHOULD APPEAR IN ALL MATERIALS)

MAILING ADDRESS:

CITY STATE ZIP

CONTACT PERSON TITLE

EMAIL PHONE

## PARTNERSHIP LEVEL

- Pathway
- Bridge
- Please contact me to sponsor just one event
- Gold Medal
- Petal
- Footstep
- Community table (\$250 ea. event)

## PAYMENT INFORMATION

- Please contact me so we can set up a *Give or Get*\*
- Invoice me at the above address
- Enclosed is a check made payable to PRO
- Visa     MasterCard     AMEX

CARD NUMBER

EXPIRATION SECURITY CODE

BILLING ADDRESS:

CITY STATE ZIP

NAME ON CARD SIGNATURE

*Give or Get!* Now it's even easier to increase visibility and support! Partners can now secure their sponsorship at the Silver level or higher by combining their commitment through "giving" in a corporate payment and "getting" those dollars through team fundraising - or a combination of both! We do ask for an initial 25% investment with ongoing fundraising to augment the balance.

MANY thanks TO OUR 2017 ANNUAL CORPORATE PARTNERS!

