



AMERICAN
PARKINSON DISEASE
ASSOCIATION

APDA Tulsa Optimism Walk 2018 Sponsorship Proposal



APDA Optimism Walk

A fundraising event that offers a short walk (between 1-3 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 300 walkers and \$25,000 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

2018 Event Details

Saturday, October 27, 2018

Woodland Hills Mall

Arrival 8:00 am

Walk Begins 8:30 am



APDA Optimism Walk Sponsorship Options and Deadlines

	Platinum	Gold	Silver	Friend	Sign	
Support Level	\$10,000	\$5,000	\$1,000	\$500	\$200	In kind
Pre-Event Recognition & Benefits						
Placement with hyperlink on local market website	✓	✓	✓			
Placement on local market email communications	2	1				
Placement on local printed materials (event poster, brochure/registration form)	✓	✓				
Local social media mentions	up to 4	up to 3	up to 2			
Inclusion local press release and media alert	✓	✓	✓			
Placement on locally distributed event t-shirts	✓					
Participation in local market "kick-off" recruitment events (when applicable)	✓	✓	✓	✓	✓	✓
Use of Optimism Walk logo	✓	✓	✓	✓	✓	✓
Event Day Recognition & Benefits						
<i>Featured</i> recognition on event signage and during program announcements with speaking opportunity during event	✓					
Recognition on event signage and during program announcements		✓	✓			
<i>Featured</i> exhibit space (10x10 tent/booth) at event with opportunity to distribute premiums to participants and interact with your target audience	✓					
Exhibit space (6' table) with opportunity to distribute premiums to participants and interact with target audience		✓	✓	✓		
Ability to provide materials for distribution at our Friends APDA table (shared table)					✓	✓
Recognition logo sign at the walk along the walk route					✓	✓
Post-Event Recognition & Benefits						
Mention in local post-event communications and thank you material	✓	✓	✓	✓	✓	✓

APDA Optimism Walk Sponsorship Levels

Presenting Sponsor Package- \$10,000

- Logo with hyperlink on OK Chapter website
- Logo on all OK Chapter walk email communications and printed materials. (up to 2)
- Local social media mention (up to 4)
- Inclusion in local press releases and media advisories
- Logo on OK Chapter Walk T-shirts
- Participation in local market “kick-off” recruitment events (when applicable)
- Use of Optimism Walk logo
- Featured recognition on event signage and during program announcements with speaking opportunity during event
- Featured exhibit space (10x10 tent/booth) at the walk with opportunity to distribute premiums to participants and interact with your target audience
- Mention in local post-event communications and thank you material

Gold Sponsor Package- \$5,000

- Logo with hyperlink on OK Chapter website
- Logo on all OK Chapter walk email communications and printed materials. (1)
- Local social media mention (up to 3)
- Inclusion in local press releases and media advisories
- Participation in local market “kick-off” recruitment events (when applicable)
- Use of Optimism Walk logo
- Recognition on event signage and during program announcements with speaking opportunity during event
- Exhibit space (6' table) with opportunity to distribute premiums to participants and interact with target audience
- Mention in local post-event communications and thank you material

Silver Sponsor Package- \$1,000

- Logo with hyperlink on OK Chapter website
- Local social media mention (up to 2)
- Inclusion in local press releases and media advisories
- Participation in local market “kick-off” recruitment events (when applicable)
- Use of Optimism Walk logo
- Recognition on event signage and during program announcements with speaking opportunity during event
- Exhibit space (6' table) with opportunity to distribute premiums to participants and interact with target audience
- Mention in local post-event communications and thank you material

Friend of APDA Sponsor Package- \$500

- Participation in local market “kick-off” recruitment events (when applicable)
- Use of Optimism Walk logo
- Exhibit space (6' table) with opportunity to distribute premiums to participants and interact with target audience
- Mention in local post-event communications and thank you materials

Sign Sponsor Package- \$200

- Participation in local market “kick-off” recruitment events (when applicable)
- Recognition logo sign at the walk along the walk route
- Ability to provide materials for distribution at Friends of APDA table (shared table)
- Mention in local post-event communications and thank you materials

In-Kind Donation Package- In-kind donation

- Participation in local market “kick-off” recruitment events (when applicable)
- Recognition logo sign at the walk along the walk route
- Ability to provide materials for distribution at Friends of APDA table (shared table)
- Mention in local post-event communications and thank you materials

Your Sponsorship Dollars at Work

Funds raised at the 2018 Tulsa 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) is the largest grassroots network dedicated to fighting Parkinson's disease (PD) and works tirelessly to help the more than 1 million Americans with PD live life to the fullest in the face of this chronic, neurological disorder. Founded in 1961, APDA has raised and invested more than \$170 million to provide outstanding patient services and educational programs, elevate public awareness about the disease, and support research designed to unlock the mysteries of PD and ultimately put an end to this disease. This is done through a nationwide network of Chapters and Information & Referral (I&R) Centers, as well as a national Research Program and Centers for Advanced Research.

About APDA (locally):

APDA has a long, strong history in Tulsa, Oklahoma serving individuals with Parkinson's disease and their families for over 30 years. In that time, APDA has provided support, education, resources, and information to thousands of individuals, families as well as healthcare providers in the Oklahoma area to ensure our participants are armed with the latest information. APDA Oklahoma provides educational experiences throughout the year to our constituents including an annual Education Forum & health fair, providing sessions from neurologists and skilled professionals in all fields helping individuals live well in spite of Parkinson's disease. Since exercise is key to fighting this disease, APDA works with the community to provide exercise classes to clients specifically geared toward PD to ensure that those fighting this disease can win the battle each and every day. Making these programs available to the PD community provides movement, but also security and hope that one day we will find a cure.



2018 Optimism Walk Sponsorship Commitment Form

___ Platinum Sponsor (\$10,000)

___ Friend of APDA (\$500)

___ Gold Sponsor (\$5,000)

___ Sign Sponsor (\$200)

___ Silver Sponsor (\$1,000)

___ In-kind Sponsor (In-kind donation)

___ Other: _____

* In-kind product donation of _____ with a value of: \$_____

(If interested in National Sponsorship of entire Optimism Walk series, or Regional sponsorship of two or more Walks, please contact us to discuss.)



Company

Contact Name

Address

City, State, Zip

Phone

Email

Website

Company Signature

APDA Signature

Print Name & Title

Print Name & Title

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

Please email this form to:

APDA Tulsa Optimism Walk

Attn: Jenny Johnson

jjohnson@apdaparkinson.org

For more information call: 918-747-3747