



AMERICAN
PARKINSON DISEASE
ASSOCIATION

APDA Oklahoma Optimism Walk 2017 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 – Oklahoma Chapter!

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

2017 Event Details

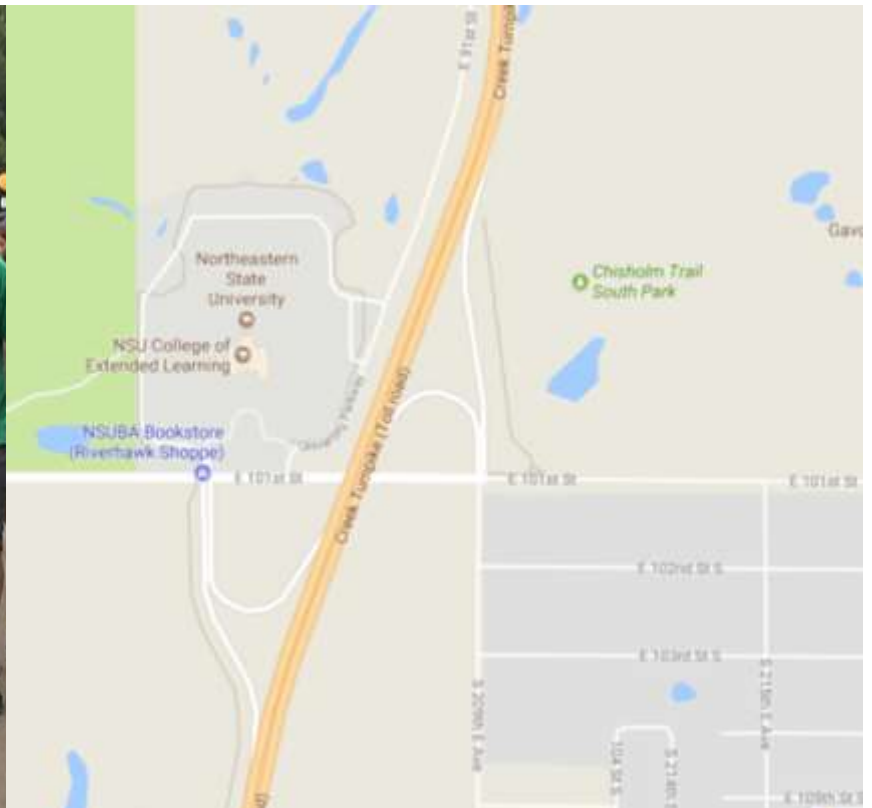
October 21, 2017

Chisholm Trail South Park

Follow 101st St South in BA East until the Creek Turnpike. Pass under the turnpike. Chisholm Trail South Park is on the East side of the Creek turnpike on the North side of the Road.

Opening Ceremony 9:00 am

Walk Begins 10:00 am



APDA Optimism Walk Sponsorship Levels

Presenting Sponsor Package- \$5,000

- Logo with hyperlink on OK Chapter website.
- Logo on all OK Chapter walk email communications and printed materials.
- Local social media mention (up to 4).
- Inclusion in national and local press releases and media advisories.
- Logo on OK Chapter Walk T-shirts.
- 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- \$2,500

- Logo with hyperlink on OK Chapter website.
- Logo on all OK Chapter walk email communications and printed materials. (Take a look at our new website)
- Local social media mention (up to 3).
- Inclusion in national and local press releases and media advisories.
- 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

- Local social media mention (up to 2).
- Inclusion in national and local press releases and media advisories.
- 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

- Use of Optimism Walk logo.
- Mention in local post-event communications and thank you materials.
- Exhibit space (6' table) with opportunity to distribute premiums to participants and interact with target audience.

Sign Sponsor Package- \$200

- Logo Sign at the walk
- 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 2017 Oklahoma 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 Oklahoma:

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 and education to thousands of individuals, families as well as healthcare providers in the Oklahoma area to ensure our participants are armed with the latest information. Exercise is key to fighting this disease and APDA works with the community to provide classes specifically geared toward PD to ensure 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. To ensure our participants and local healthcare providers stay informed, APDA Oklahoma provides an annual Education Forum & health fair, serving lunch to an estimated 300 participants followed by education sessions from neurologists and skilled professionals in all fields helping individuals live well in spite of Parkinson's disease.



2017 Optimism Walk Sponsorship Commitment Form

___ Presenting Sponsor (\$5,000)

___ Friend of APDA (\$500)

___ Gold Sponsor (\$2,500)

___ Sign Sponsor Package (\$200)

___ Silver Sponsor (\$1,000)

___ 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 Oklahoma Optimism Walk and helping APDA create a better future for those living with Parkinson's disease!

Please email this form to:

APDA Oklahoma Optimism Walk
PO Box 3113
Broken Arrow, OK 74013
Attn: Jennifer Johnson

Email: JJohnson@apdaparkinson.org For more information call: (918) 747-3747

Walk Day's Tentative Agenda

- 9:00 - 10:00-Registration
 - 10:00 - 10:10-Welcome/Thank you to sponsors/Walk Begins
 - 10:10 - 10:20-Pilates Demonstration
 - 10:20 - 10:35-Rock Steady Boxing Demonstration
 - 10:35 - 10:50-Disc Dog Performance
 - 10:50 - 11:15-Personal Stories & Recognition of Sponsors
 - 11:15 - 11:45-Tai Chi Demonstration
 - 11:45 - 12:00-Contests & Award Presentations
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