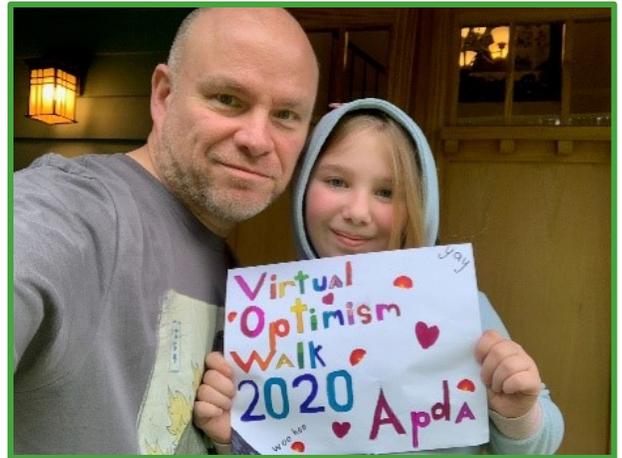




AMERICAN
PARKINSON DISEASE
ASSOCIATION

APDA Oklahoma VIRTUAL Optimism Walk 2020 Sponsorship Proposal



APDA Oklahoma VIRTUAL Optimism Walk – What is it?

A virtual fundraising event that offers 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. *We will all walk separately, but together in spirit and together in our fight against PD!*

Our goal is 200 participants and \$20,000 raised for the American Parkinson Disease Association. Now that the walk has become virtual, people impacted by Parkinson's and their families all over Oklahoma can participate!

We will support participants with fundraising assistance and ways to “make their mark against PD” from home including “I’m Walking For...” bibs to wear and shareable items for social media. We will kick off the day on Saturday, August 29th with a virtual “Opening Ceremony” that everyone can watch in the comfort of their own home (via Zoom) and then encourage everyone to get out and move!

The Opening Ceremony will have both live and pre-recorded elements so that sponsors can also get in on the action! We are also offering social media benefits along with direct mail options to get in the hands of all participants.



Participants are encouraged to share photos and stories of the day using #OptimismWalk.

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

Whether participants choose to do an at-home workout or walk a few miles around their neighborhood – they will get to choose their own adventure. We will encourage everyone to share photos of their workout. We may not be “together” physically like in previous years, but we will be united to show our strength in optimism and hope in progress.

No one will walk alone.

APDA Oklahoma Virtual Optimism Walk Sponsorship Options and Deadlines

	Platinum	Gold	Silver	Bronze
Support Level	\$7,500	\$5,000	\$2,500	\$1,000
Pre-Event Recognition & Benefits				
Inclusion in local virtual Walk press release	✓			
Dedicated recognition banner on Chapter's Donor Drive Optimism Walk event web page	✓ 2 weeks consecutive	✓ 1 week		
Exposure in autoresponder when individuals register or reach fundraising milestones	✓ Video link	✓ Logo		
Logo with hyperlink included on Chapter's Optimism Walk event web page to sponsor's corporate web page	✓	✓	✓	
Mention in social media post(s) on Chapter Facebook page	Up to 3	Up to 2	Once	
APDA Chapter likes and shares sponsor's promotional posts/features on social media	Up to 3	Up to 2	Once	
Placement on locally distributed event t-shirts	Large Logo	Medium Logo	Small Logo	
Use of Optimism Walk logo	✓	✓	✓	✓
Placement in APDA Virtual Walk email communications	Logo	Logo	Name	Name
Event Day Recognition & Benefits				
Opportunity for remarks during event day programming (via pre-recorded video, 30-60 seconds in length)	✓	✓		
Ability to include a printed piece or small branded giveaway in APDA incentive mailings (to walkers earning incentive prizes i.e. t-shirts, caps, medal) <i>Please consult with your local chapter regarding giveaway size and weight limitations</i>	✓	✓	✓	
Sponsor logo visually represented during virtual program	Large Logo	Medium Logo	Small Logo	
Verbal recognition during virtual event kick-off	✓	✓	✓	✓
Post-Event Recognition & Benefits				
APDA Chapter likes and shares sponsor Walk-related posts on social media (i.e. photo of corporate team)	✓	✓		
Recognition in local post-event communications and thank you materials	✓	✓	✓	✓

Your Sponsorship Dollars at Work

Funds raised at the 2020 Oklahoma Optimism Walk will be used to expand local programs and services so we can help more people with PD in Southern CA live life to the fullest. Funds also support cutting-edge research that will help us find better treatments and get us closer to a cure.

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.



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 \$207 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 in Oklahoma:

APDA's Oklahoma Chapter is the leading source of education and support for the more than 9,000 people in Oklahoma living with Parkinson's disease. Our strong historic support of the PD Community in Oklahoma includes hosting educational forums, training support group leaders, creating a sense of community amongst our constituents, distributing educational materials, providing a place for individuals to ask questions through our help line at 918.747.3747, multiple support groups, as well as multiple online resources being developed on a weekly and monthly basis.

Your support of this event will enable us to continue to provide education and support services throughout the year in Oklahoma



___ Platinum Sponsor (\$7,500)

___ Bronze Sponsor (\$1,000)

___ Gold Sponsor (\$5,000)

___ Silver Sponsor (\$2,500)

___ Other: _____

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 Sponsor Commitment form to:

APDA Oklahoma Chapter

APDAOK@apdaparkinson.org

For more information call: 918-747-3747

Checks to be made payable to APDA – Oklahoma Chapter.

Please let us know if you prefer to submit payment via credit card or bank transfer. We can gladly accommodate.