



2019 Sponsorship Proposal



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Parkinson Half Marathon & 5k

A fundraising event that offers a Half Marathon and 5k runs, one-mile walk and a free children's run. We also offer free group pictures and highly encourage participants to form teams -- a great way to get employees and others involved! In its seventh year, the 2018 event was once again extremely successful due to the love and dedication from those who make this possible. As a result, we generated over \$55,000 in 2018. Since 2012, the Parkinson Half Marathon & 5k has donated over \$250,000 to the Wisconsin Chapter of the American Parkinson Disease Association (APDA).

Our goal in 2019 is over 2,000 total participants and \$70,000 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 – WI to provide access to critical fitness and educational programs that are designed specifically for people with Parkinson's.** Every dollar raised makes an important difference.

Parkinson's Disease By the Numbers

1 million people in the US
are living with PD

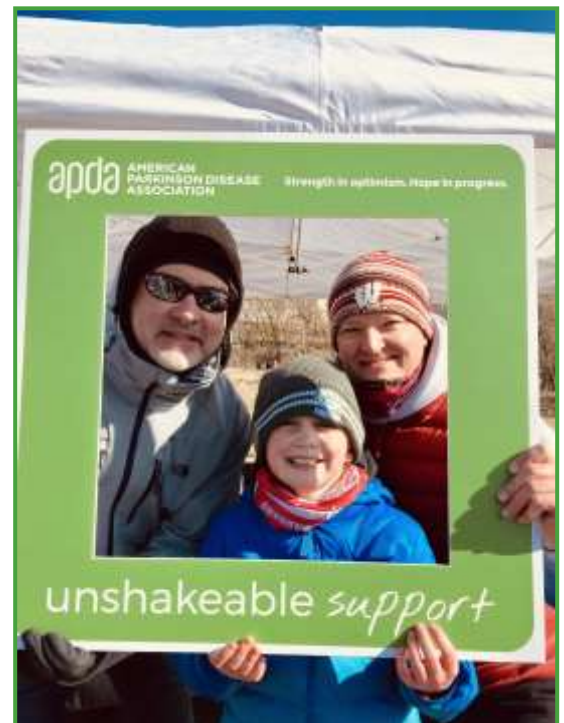
Every 9 minutes, someone in the
US is diagnosed with PD (that's
60,000 people per year)

Over 15,000 Wisconsinites have PD

Men are 1.5 times as likely
to get PD as women

2019 Event Details

Saturday, April 6, 2019
Glacier Drumlin Trail - Cottage Grove, WI
Opening Ceremony 7:30 am



Parkinson Half Marathon & 5k Sponsorship Options and Deadlines

	Title *Limit One *	Platinum	Gold	Silver	Bronze	
Support Level	\$5,000	\$2,500	\$1,500	\$1,000	\$500	In kind
Pre-Event Recognition & Benefits						
Premier logo placement on front of race participant and volunteer t-shirts as "Presented By:"	✓					
35% Event apparel discount with valid photo ID (not date specific)	✓					
Placement on local printed materials (event poster, brochure/registration form)	✓	✓	✓	✓		
Local social media mentions	No Limit	up to 4	up to 3	up to 2		
Inclusion local press release and media alert	✓	✓	✓	✓		
Placement on back of race participant t-shirt (size of logo depends on sponsor package)	✓	✓	✓	✓	✓	
Use of Parkinson's Half Marathon & 5k logo	✓	✓	✓	✓	✓	✓
Event Day Recognition & Benefits						
Featured recognition on event signage and during program announcements with speaking opportunity during event	✓					
Featured 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 Friends of APDA table (shared table)					✓	
Recognition on event signage and during program announcements (size of logo depends on sponsor package)	✓	✓	✓	✓	✓	
Post-Event Recognition & Benefits						
2020 Event Title Sponsor first right of refusal	✓					
Mention in local post-event communications and thank you material	✓	✓	✓	✓	✓	✓

Your Sponsorship Dollars at Work



Funds raised at the 2019 event assist the Wisconsin Parkinson community with patient resources such as exercise and educational programs, support groups, and financial resources. The APDA Wisconsin Chapter is a 501(c)3 organization, and all donations are tax deductible

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 Wisconsin:

Since 2005, APDA Wisconsin has been a source of education and support for the more than 15,000 Wisconsinites living with Parkinson's disease. With support groups throughout the state, exercise classes and programs, grant opportunities for families struggling with the financial implications of PD, an annual educational symposium, and more, APDA Wisconsin provides unshakeable support, close to home.



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.



Please take a moment to review the enclosed affordable sponsorship packages and consider becoming a part of this WONDERFUL team by becoming a gold sponsor!

2019 Parkinson Half Marathon & 5k Sponsorship Commitment Form

Tile Sponsor (\$5,000) Silver Sponsor (\$1,000)
 Platinum Sponsor (\$2,500) Bronze Sponsor (\$500)
 Gold Sponsor (\$1,500) Other: _____

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



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 Parkinson Half Marathon & 5k and helping APDA create a better future for those living with Parkinson's disease!

Please email or mail this form to:

APDA Wisconsin
Attn: Rachel Wilberding
5900 Monona Drive, Suite 407 Monona, WI 57316
rwilberding@apdaparkinson.org

For more information call: 608-345-7938

