

PEOPLE WHO MOVE CHANGE THE WORLD.®



Moving Day® Chicago 2014 Sponsorship Opportunities

Join the movement and position your company as an industry leader in the fight against Parkinson's disease.

National Headquarters:
National Parkinson Foundation
200 SE 1st Street, Suite 800
Miami, FL 33131

Local Contact:
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www.MovingDayChicago.org

Moving Day®: A National Celebration of Movement

The National Parkinson Foundation's Moving Day is a unique fundraising and awareness-raising event held in local communities across the United States. With a festival atmosphere and multiple engagement opportunities, Moving Day is not your traditional walk event. In addition to a family-friendly walk, participants will be encouraged to explore sponsor tents and actively participate in demonstrations of health and well-being – including dance, yoga, Tai Chi and Pilates – that are proven to help manage the symptoms of Parkinson's disease.

Moving Day is designed to create greater awareness – not just of the importance of movement, but of Parkinson's itself, a movement disorder.



2014 Moving Day® Chicago Event Details

Sunday, October 19, 2014 at 9am

Grove 2, Lincoln Park

www.MovingDayChicago.org

2,000+ participants are expected for the 3rd annual Moving Day Chicago event. Participants include Parkinson's patients, families, friends, healthcare professionals, corporate leaders and teams who will join together to raise funds to support patient care and research initiatives to beat Parkinson's.

What Is Parkinson's Disease?

Parkinson's disease (PD) is caused by the deterioration of neurons in the brain that produce dopamine, an essential neurotransmitter that controls smooth, coordinated muscle function. When approximately 60-80% of dopamine-producing cells are damaged, motor symptoms of PD appear which can include: shaking or tremors, slowness of movement, stiffness or rigidity of the arms, legs or trunk and trouble with balance and falls.

An estimated 4-6 million people around the world suffer from Parkinson's disease. In the United States, 60,000 new cases are diagnosed each year, and approximately 1 million Americans currently live with PD. It is the 14th leading cause of death in the United States and the second most common neurodegenerative condition after Alzheimer's. The prevalence of PD will increase substantially in the next 20 years due to the aging of the population.

About the National Parkinson Foundation

The mission of the National Parkinson Foundation (NPF) is to *improve the quality of care for people with Parkinson's disease through research, education and outreach.*

Founded in 1957, NPF is a leading national organization with an extensive grassroots network of Centers of Excellence, chapters and support groups in the United States, Canada and internationally. Unique among the national Parkinson's organizations, NPF is the only organization with a **singular focus on improving the quality of care for people with Parkinson's disease.** Since 1982, NPF has funded more than \$180 million in care, research and support services.

At the core of our efforts is the NPF Center of Excellence network, a network of 39 leading academic medical institutions around the globe that deliver care to more than 50,000 Parkinson's patients; our 10 Care Consortium Centers; and our 21 chapters and 900 support groups in the United States. Through the Center of Excellence network, NPF creates a community dedicated to improving clinical care in Parkinson's disease. In each of our research, education and outreach programs, NPF is dedicated to promoting our passionate belief that the best care is a comprehensive approach that addresses the whole person and full range of symptoms.

Moving Day® Chicago Sponsorship Opportunities

Presenting Sponsor- \$25,000

- The event will be referred to as “*Moving Day Chicago* presented by [Your Company Name]”
- Company logo placement in various *Moving Day Chicago* promotional materials including:
 - *Moving Day Chicago* Website
 - *Moving Day Chicago* Brochures
 - *Moving Day Chicago* Posters
 - *Moving Day Chicago* T-shirt
 - *Moving Day Chicago* Corporate Banners
 - “Thank You for Registering” confirmation email
- Podium time for a company representative at *Moving Day Chicago 2014* and any pre or post-events
- Your company will be highlighted in one edition of the *Moving Day Chicago* newsletter including logo placement
- Recognition as the Presenting Sponsor on the *Moving Day Chicago* website
- Company tent in a prominent location to interact with attendees and distribute products or materials (10 x 15)
- Company support included in *Moving Day Chicago* Press Releases

Movement Pavilion Sponsor- \$15,000

- Company logo placement in the following *Moving Day Chicago 2014* promotion materials:
 - *Moving Day Chicago* Website
 - *Moving Day Chicago* Brochures
 - *Moving Day Chicago* T-shirt
 - *Moving Day Chicago* Corporate Banner
 - *Moving Day Chicago* Posters
- Onstage acknowledgement during 2014 *Moving Day Chicago*
- Branding opportunities within the Movement Pavilion
- Recognition as Official Movement Pavilion Sponsor on the *Moving Day Chicago* website
- Company tent in a prominent location to interact with attendees and distribute products or materials (10 x 10)
- Company support included in *Moving Day Chicago* Press Releases

Gold Sponsor- \$10,000

- Company Logo placement in various *Moving Day Chicago* promotional materials including:
 - *Moving Day Chicago* Website
 - *Moving Day Chicago* Brochures
 - *Moving Day Chicago* T-shirt
 - *Moving Day Chicago* Corporate Banner
 - *Moving Day Chicago* Posters
- Onstage acknowledgement during 2014 *Moving Day Chicago*
- Tailored onsite presence to meet your company’s participation goals
- Company tent to interact with attendees and distribute products or materials (10 x 10)
- Company support included in *Moving Day Chicago* Press Releases

Silver Sponsor- \$5,000

- Company name placement in various *Moving Day Chicago* promotional materials including:
 - *Moving Day Chicago* Website
 - *Moving Day Chicago* Brochures
 - *Moving Day Chicago* T-shirt
 - *Moving Day Chicago* Corporate Banner
- Onstage acknowledgement during 2014 *Moving Day Chicago*
- 2 tables in a prominent location in the Resource Pavilion to distribute products or materials
- 5 *Moving Day Chicago* T-Shirts

Bronze Sponsor- \$2,500

- Company name placement in various *Moving Day Chicago* promotional materials including:
 - *Moving Day Chicago* Website
 - *Moving Day Chicago* Brochures
 - *Moving Day Chicago* Corporate Banner
- Onstage acknowledgement during 2014 *Moving Day Chicago*
- A table in a prominent location in the Resource Pavilion to distribute products or materials

Sponsor Options - Resource Pavilion

Moving Day Chicago will feature a Resource Pavilion in which participants will have an opportunity to get their products and resources in front of the Moving Day Chicago audience:

\$1000 - 4 Available

- Logo or company name listed on a t-stake sign placed around the Moving Day Course
- Premier 10 x 20 area in the Resource Pavilion to display product/marketing materials
- Onstage acknowledgement during 2014 *Moving Day Chicago*

\$500- 5 Available

- Logo or company name listed on a t-stake sign placed around the *Moving Day* Course
- Premier location in the Resource Pavilion
- Onstage acknowledgement during 2014 *Moving Day Chicago*

\$250 - 15 Available

- Table in the Resource Pavilion

National Moving Day Partners



Local Moving Day Sponsors

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Moving Day[®] Chicago
A Walk for Parkinson's
Benefiting:
The National Parkinson
Foundation

For more information please
contact:
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