



# PARTNERS FOR PARKINSON'S

2021-2022

PARTNERSHIP OPPORTUNITIES





# PARTNERS FOR PARKINSON'S GIVING SOCIETY

- Every contribution is vital to our success.
- Each year, individuals, foundations, and businesses support our mission through donations, gifts in honor and memory of those who have gone before us, grants, and sponsorships.
- The Partners for Parkinson's Giving Society acknowledges your cumulative assistance throughout the year.
- The Partners for Parkinson's Giving Society page on our website reflects your monthly sustaining donation, your memorial gift, in addition to your event sponsorship, and more at nine levels.
- Recognition varies upon how you apply your gift. Event sponsors will receive additional public announcements of their support in concert with the event's publicity unless otherwise directed by you.
- Our website is updated monthly to show your gift totals as they increase throughout the year.
- Those contributors of \$5,000 and above will be our guests at **Cocktails & Conversations**, our annual gathering honoring top donors.



# YOUR SUPPORT MAKES A DIFFERENCE IN SOUTHWEST FLORIDA

**Our Mission** – Parkinson’s Association of Southwest Florida (PASWFL) helps patients and care partners **Live Well with PD**. We accomplish this by providing proven and effective programs and services that improve the quality of life, educate, enrich, and empower people affected by Parkinson’s Disease (PD) and related neurodegenerative diseases.

**Our Vision** – We continue to create a Parkinson’s-friendly community where people affected by PD and other neurodegenerative diseases are treated with dignity and understanding. We provide advocacy, awareness, and education to the healthcare and Parkinson’s communities and the community at large. People reach out to us for our expertise, programs, and experience.

## 9 MINUTES

Every nine minutes, someone in the world receives a PD diagnosis. The increasing rate means that PD is projected to exceed Alzheimer’s in two decades.

As a Partner for Parkinson’s, you allow us to continue our much-needed programming.

PASWFL provides critical services right here in Southwest Florida to our friends, neighbors, and loved ones affected by PD while national organizations diligently search for a cure.

Research shows that there are approximately 7,000 people in Southwest Florida living with PD. Our goal is to have all **Live Well with PD**.

Our programs are free of charge to members and have been since the PASWFL was founded in 1997. Joining is easy! Membership is Free! Visit our website and complete the membership application/participation waiver. Get active with PD programs now!

Individual donations, event sponsorships, and grants from foundations and businesses ENSURE that our programs continue at NO cost to participants.

# YOUR SUPPORT MAKES A DIFFERENCE FOR OUR YEAR-ROUND PROGRAMS



## MOVEMENT CLASSES

Movement Classes – Growing evidence shows that vigorous exercise may have a neuroprotective effect for people with PD. Exercise slows the progression of the disease! We host 12 group movement classes weekly. These offer a flexible and functional exercise approach that targets multiple symptoms and allow for adaptation for disease severity. Movement is a key element to living well with PD.

**We provided 1,176 “proven,” and effective programs – movement, exercise, speech, education, and support – to more than 19,500 participants in just the past year ending May 31, 2021.**



## SPEECH THERAPY

Licensed speech pathologists, share strategies and direct practice exercises that increase voice volume, speed of speech breathing, and clearer pronunciation of words.



## SUPPORT GROUPS

Professionally and peer-led support groups provide stress reducing techniques, and shared experiences for Parkinsonians, their care partners and family members.



## EDUCATIONAL PROGRAMS

Professionally and peer-led support groups provide stress reducing techniques, and shared experiences for Parkinsonians, their care partners and family members.



## WELLNESS - JUST FOR FUN

From drumming, meditation, and improvisation, the wellness classes reduce stress and provide opportunities to have fun!



## SOCIAL ACTIVITIES

Organized by peers, these fun outings and activities help reduce the feeling of isolation often associated with Parkinsonisms.



# YOUR SUPPORT MAKES A DIFFERENCE TO MEMBERS OF PASWFL

## Partners for Parkinson's Giving Society Levels

### Benefactor - \$50,000

*Ensures we help local citizens live well with PD for 3 months.*

### Angel - \$25,000

*Provides critical Movement and Exercise Sessions for 4 months.*

### Champion - \$10,000

*Ensures essential speech therapy for 2 months.*

### Steward - \$7,500

*Provides programming for Care Partners for 4 months.*

### Sustainer - \$5,000

*Maintains LCSW services for a month.*

### Ambassador - \$2,500

*Delivers Educational Programs, especially PD Talks, each month.*

### Advocate - \$1,000

*Supports Creative therapies for a month.*

### Supporter - \$600

*Supports our work monthly to help Southwest Floridians live well with PD.*

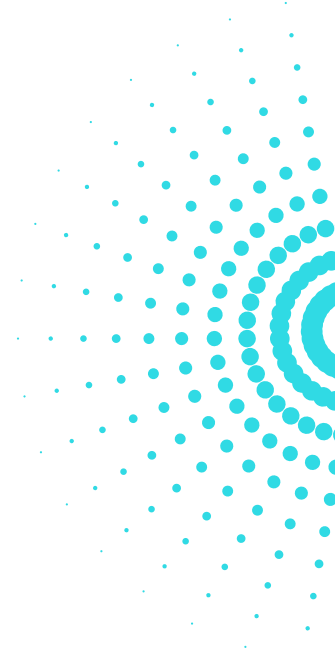
### Friend - Up to \$599

*Keeps our message strong on a daily basis.*



“

We have really enjoyed getting started with the Support Group and activities. It is uplifting and informative filled with great people and very helpful staff. My husband is 69 and was newly diagnosed last September. We are grateful we contacted the association.  
- New PASWFL Member



	<b>BENEFACTOR \$50,000</b>		<b>ANGEL \$25,000</b>	<b>CHAMPION \$10,000</b>	<b>STEWARD \$7,500</b>	<b>SUSTAINER \$5,000</b>
<b>Statement of Support Website, program, emails</b>	<b>Exclusive</b>					
On-Stage presence & speaking opportunity	3 minutes	1 minutes				
<b>TV advertisements Purchased/PSA</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>			
Radio – Purchased/PSA	Premier	Premier	Premier			
<b>Your branded items distributed to attendees (Sponsor Provided)</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>		
Link to your website	Logo	Logo	Logo	Logo	Logo	Logo
<b>Your Banner at Event</b>	<b>8' x 4'</b>	<b>8' x 4'</b>	<b>8' x 4'</b>	<b>6' x 3'</b>	<b>4' x 2'</b>	
Branded recognition on website, event digital and social media	Premier	Premier	Premier	Prominent	Logo	
<b>Logo on print advertisements</b>	<b>Premier</b>	<b>Premier</b>	<b>Premier</b>	<b>Prominent</b>	<b>Logo</b>	
Events with Expo	Premier Booth/ Table Placement	Premier Booth/ Table Placement	Premier Booth/ Table Placement	Prominent Booth/ Table Placement	Booth/ Table Space	
<b>Sponsor provided advertisement in Event Program</b>	<b>Full Page Back Cover</b>	<b>Full Page Inside Front Cover</b>	<b>Full Page Opposite Table of Contents</b>	<b>Full Page</b>	<b>Half Page</b>	
Logo on event flyer/signage and event AV	Logo	Logo	Logo	Logo	Logo	
<b>Event day Emcee Announcements</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>6</b>	
Listing as a Partner for Parkinson's on website & event flyer/signage	Listing	Listing	Listing	Listing	Listing	



# EVENT SPONSORSHIP LEVELS



We work closely with sponsors to provide optimal benefits, customizing packages where we are able. Seating capacity varies per level, per event.

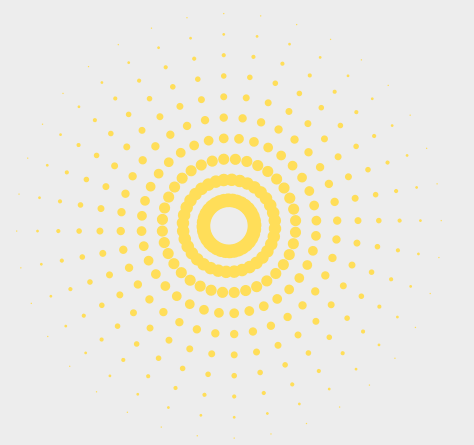
**IN-KIND Donations of Goods or Services are welcome. Each event has different requirements. Placements of names and use of the corporate logo for IN-KIND donations are at the discretion of PASWFL and are based upon a number of factors.**

**EACH opportunity is recognized as a Partner for Parkinson's our annual giving society!**

**EACH activity has opportunities for Naming Sponsorships!**

**Thank you for considering Sponsorship in support of our programs!**

Parkinson's Association of Southwest Florida provides members of our community impacted by Parkinson's Disease access to programs and services that improve quality of life and often delay the disease's progression, helping them to *Live Well with PD.*



<b>AMBASSADOR</b> <b>\$2,500</b>			
Logo			
Logo	<b>ADVOCATE</b> <b>\$1,000</b>		
Table	Table		
1/4 Page	1/8 Page		
Logo	Listing	<b>SUPPORTER</b> <b>\$600</b>	
4	2	2	<b>FRIEND</b> <b>UP TO \$599</b>
Listing	Listing	Listing	Listing



# EVENTS WITH SPONSORSHIP BENEFITS



## BINGO FOR BAGS & BAUBLES - DINNER

Thursday, September 23, 2021

The Vineyards Country Club, Naples

Early Registration \$75, General Admission: \$90

Seating Capacity: 240

*This event started in 2018, selling out in its second year. The event celebrates fashion and fun with dinner included. Competition abounds as each participant plays 13 games of Bingo to win a designer handbag!*



## STEP UP FOR PARKINSON'S - WALK

Saturday, February 12, 2022

Baker Park, Naples

General Admission: \$25

Capacity 500+.

*Our 2021 COVID-impacted event hosted 350 and Expo area with two dozen sponsors. Summary - Since 2000, this event has gathered families impacted by PD together with area life and wellness providers to showcase the value of exercise to staying PD.*



## LIVING WELL WITH PD - EDUCATION SYMPOSIUM

Tuesday, January 18, 2022

The Naples Hilton, Naples

General Admission: \$70

Seating Capacity: 250

*Our 2020 event was sold out with an Expo area spotlighting 12 sponsors. Launched in 2017, our half-day symposium is for those with PD and related neurodegenerative illnesses as well as their care partners. Medical professionals present new treatments and life-affirming practices.*



## A STEP FORWARD - OVERCOMING OBSTACLES - SPEAKER LUNCHEON

Friday, March 25, 2022

The Ritz-Carlton, Naples

Keynote Speaker: Dr. Ben Carson

Individual tickets: \$300, VIP tickets: \$500

Seating Capacity: 350

*Our signature fundraising event continues to grow and attract an audience of Naples' philanthropic residents committed to investing in our community through helping people live well with PD.*



## PARTNERS FOR PARKINSON'S CONTRACT

### YOUR SPONSORSHIP MAKES ALL THE DIFFERENCE

- Your generous sponsorship makes it possible for us to provide free membership and proven effective programs to our community members with PD that include movement and exercise, speech therapy, educational events, and social activities.
- Please mark the level and event which works best for you!

### YOUR CHOICE OF EVENT, PROGRAM AND SPONSORSHIP LEVEL

#### PARTNERSHIP LEVEL

- ☐ **Benefactor** - \$50,000  
(ensures we help local citizens live well with PD for 3 months)
- ☐ **Angel** - \$25,000  
(provides critical Movement and Exercise Sessions for 4 months)
- ☐ **Champion** - \$10,000  
(ensures essential speech therapy for 2 months)
- ☐ **Steward** - \$7,500  
(provides programming for Care Partners for 4 months)
- ☐ **Sustainer** - \$5,000  
(maintains LCSW services for a month)
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(delivers Educational Programs, especially PD Talks, each month)
- ☐ **Advocate** - \$1,000  
(supports Creative therapies for a month)
- ☐ **Supporter** - \$600  
(supports our work monthly to help Southwest Floridians live well with PD)
- ☐ **Friend** - Up to \$599  
(keeps our message strong on a daily basis)



#### CHOOSE EITHER PROGRAM OR EVENT SPONSORSHIP

##### PROGRAM PARTNERSHIP

- ☐ Movement Classes
- ☐ Speech Therapy
- ☐ Support Groups
- ☐ Education
- ☐ Use where needed most

##### SPECIAL EVENT SPONSORSHIP

- ☐ **Bingo for Bags & Baubles**  
September 23, 2021
- ☐ **Living Well with PD - Education Symposium**  
January 18, 2022
- ☐ **Step Up For Parkinson's Walk**  
February 12, 2022
- ☐ **A Step Forward - Overcoming Obstacles**  
March 25, 2022

or

- ☐ My Payment of \$ \_\_\_\_\_ is enclosed
- ☐ Please invoice me.

### CONTACT, PUBLICITY AND CREDIT CARD INFORMATION

Contact Person: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ (c) (o) (H)

Name to appear in program (Company): \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### SPONSORSHIP CUSTOMIZATIONS

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#### SIGNATURE

Sponsor/Business Name: \_\_\_\_\_ Title: \_\_\_\_\_

Parkinson's Representative: Name: \_\_\_\_\_ Title: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parkinson's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

☐ **PLEASE CHECK IF YOU WOULD LIKE TO BE CONTACTED ABOUT PLANNED GIVING.**

**PLEASE MAKE A COPY FOR YOUR RECORDS** An acknowledgment letter will be sent after the event to the address you provided above.

#### For Office Use

FORM received on \_\_\_\_\_ by \_\_\_\_\_ PAYMENT received on \_\_\_\_\_ by \_\_\_\_\_ Acknowledgement/tax letter sent on \_\_\_\_\_ by \_\_\_\_\_



# PARKINSON'S ASSOCIATION OF SOUTHWEST FLORIDA

## CONTACT US

Parkinson's Association of Southwest Florida

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