

2010 PARKINSON'S UNITY WALK SPONSORSHIP OPPORTUNITIES



| | VISIBILITY AT CENTRAL PARK | DAY OF WALK PROGRAM BOOK | DAY OF WALK SIGNAGE | DIRECT MAIL | WEBSITE & EMAIL COMMUNICATION | ADDITIONAL BENEFITS |
|--|---|---|--|--|---|---|
| PARTNER & PREMIER SPONSOR Solvay Pharmaceuticals, Inc. | <ul style="list-style-type: none"> Booth location and size as agreed upon Honored stage seating with speaking opportunity during program Logo on PUW t-shirt, prominently placed | <ul style="list-style-type: none"> Full page ad on back page Logo and corporate information on sponsor page | <ul style="list-style-type: none"> Logo on full size banner placed on Find a Cure Boulevard and on stage Logo on Sponsor sign, placed in 2 locations | <ul style="list-style-type: none"> Logo and write up in our mailing with option to include enclosure Logo on Walk brochure cover and on sponsor page Logo in PUW newsletter | <ul style="list-style-type: none"> Logo with link to corporate web page on PUW home page Logo with link to corporate web page on PUW sponsor page | <ul style="list-style-type: none"> In press releases and media advisories Additional unique sponsorship opportunities are also available at this level (see attachment) |
| TRIPLE DIAMOND \$75,000 | <ul style="list-style-type: none"> Quadruple Booth, location as agreed upon Honored stage seating with corporate name announced from stage Logo on PUW t-shirt | <ul style="list-style-type: none"> Half page ad Logo and corporate information on sponsor page | <ul style="list-style-type: none"> Logo on full size banner placed on Find a Cure Boulevard Logo on Sponsor sign, placed in 2 locations | <ul style="list-style-type: none"> Logo in Walk brochure Company Name in PUW newsletter | <ul style="list-style-type: none"> Logo with link to corporate web page on PUW sponsor page | <ul style="list-style-type: none"> In press release and media advisories Additional unique sponsorship opportunities are also available at this level (see attachment) |
| DOUBLE DIAMOND \$50,000 | <ul style="list-style-type: none"> Triple Booth, location as agreed upon Corporate name announced from stage Logo on PUW t-shirt | <ul style="list-style-type: none"> Quarter page ad Logo and corporate information on sponsor page | <ul style="list-style-type: none"> Logo on Sponsor sign, placed in 2 locations | <ul style="list-style-type: none"> Logo in Walk brochure Company Name in PUW newsletter | <ul style="list-style-type: none"> Logo with link to corporate web page on PUW sponsor page | <ul style="list-style-type: none"> In press release and media advisories Additional unique sponsorship opportunities are also available at this level (see attachment) |
| DIAMOND \$25,000 | <ul style="list-style-type: none"> Double Booth Corporate name announced from stage Logo on PUW t-shirt | <ul style="list-style-type: none"> Quarter page ad Logo and corporate information on sponsor page | <ul style="list-style-type: none"> Logo on Sponsor sign, placed in 2 locations | <ul style="list-style-type: none"> Logo in Walk brochure Company Name in PUW newsletter | <ul style="list-style-type: none"> Logo with link to corporate web page on PUW sponsor page | <ul style="list-style-type: none"> In press release and media advisories Additional unique sponsorship opportunities are also available at this level (see attachment) |
| PLATINUM \$15,000 | <ul style="list-style-type: none"> Single Booth Logo on PUW t-shirt | <ul style="list-style-type: none"> Eighth of a page ad Logo and corporate information on sponsor page | <ul style="list-style-type: none"> Logo on Sponsor sign, placed in 2 locations | <ul style="list-style-type: none"> Logo in Walk brochure Company Name in PUW newsletter | <ul style="list-style-type: none"> Logo with link to corporate web page on PUW sponsor page | <ul style="list-style-type: none"> In press release and media advisories Additional unique sponsorship opportunities are also available at this level (see attachment) |
| GOLD \$10,000 | <ul style="list-style-type: none"> Logo on PUW t-shirt | <ul style="list-style-type: none"> Logo on sponsor page | <ul style="list-style-type: none"> Logo on Sponsor sign, placed in 2 locations | <ul style="list-style-type: none"> Logo in Walk brochure | <ul style="list-style-type: none"> Logo on PUW sponsor page | |
| SILVER \$5,000 | <ul style="list-style-type: none"> Logo on PUW t-shirt | <ul style="list-style-type: none"> Logo on sponsor page | <ul style="list-style-type: none"> Logo on Sponsor sign, placed in 2 locations | <ul style="list-style-type: none"> Logo in Walk brochure | <ul style="list-style-type: none"> Logo on PUW sponsor page | |

Inclusion within brochure, program book, t-shirts and other materials is based on the date sponsorship is confirmed and submission is received. Contact the PUW office for cut off dates.
 PO BOX 275 • KINGSTON • NJ • 08528 • (866)-PUW-WALK (866-789-9255) • FAX (609) 688-0875 • WWW.UNITYWALK.ORG • INFO@UNITYWALK.ORG



2010 PARKINSON'S UNITY WALK ADDITIONAL SPONSORSHIP OPPORTUNITIES

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|---|--|
| <p style="text-align: center;">WEB CAST SPONSOR</p> <p>SPECIAL THANKS TO:</p> <p style="text-align: center;">SOLVAY PHARMACEUTICALS, INC.</p> <p style="text-align: center;">WEB CAST SPONSOR 2ND YEAR IN A ROW</p> | <ul style="list-style-type: none"> ▪ A great opportunity to reach out to the Parkinson's community, including those who could not make it to Central Park by having your company's name and logo with links to your corporate web page placed on the actual web cast; this web cast will be available on the PUW website for one year ▪ The web cast will be an approximately 2 hour event, featuring interviews on Find a Cure Boulevard and the Walk route, as well as the Program ▪ Sponsorship includes separate mention in the day of Walk Program Book and on the PUW website ▪ <i>Available to all sponsors at Platinum and above levels</i> |
| <p style="text-align: center;">BAG SPONSOR</p> <p>SPECIAL THANKS TO:</p> <p style="text-align: center;">LSVT GLOBAL</p> <p style="text-align: center;">2ND YEAR BAG SPONSOR</p> | <ul style="list-style-type: none"> ▪ Bags or backpacks are offered to participants on the day of the Walk to help them carry the materials they receive ▪ Have your logo printed directly on the bag for incredible exposure by all participants carrying them throughout Central Park ▪ Bags will be handed out at various locations throughout the event ▪ The PUW office can provide volunteers to assist handing out the bags or you can provide your own sales people ▪ Bags or backpacks can be ordered by sponsor or through the PUW office ▪ Sponsorship includes separate mention in the day of Walk Program Book and on the PUW website ▪ <i>Available to all sponsors at Platinum and above levels</i> |
| <p style="text-align: center;">GOLF CART SPONSOR</p> <p style="text-align: center;">Price Based On Selection</p> | <ul style="list-style-type: none"> ▪ Golf Carts are used throughout Central Park on the day of the Walk to transport participants from the park entrance to the Walk area, and as needed, along the 2-mile Walk Route ▪ Company Logo prominently placed on each golf cart ▪ Sponsorship includes separate mention in the day of Walk Program Book and on the PUW website ▪ <i>Available to all sponsors at Platinum and above levels</i> |
| <p style="text-align: center;">PORT-A-SANS SPONSOR</p> <p style="text-align: center;">Price Based On Selection</p> | <ul style="list-style-type: none"> ▪ Portable restrooms are located on various prominent locations at the event ▪ Signage indicating sponsorship will be provided ▪ Sponsorship includes separate mention in the day of Walk Program Book and on the PUW website ▪ <i>Available to all sponsors at Platinum and above levels</i> |

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