

2012 PARKINSON'S UNITY WALK SPONSORSHIP OPPORTUNITIES



	VISIBILITY AT CENTRAL PARK	DAY OF WALK PROGRAM BOOK	DAY OF WALK SIGNAGE	DIRECT MAIL	WEBCAST, WEBSITE & EMAIL COMMUNICATION	ADDITIONAL BENEFITS
PREMIER SPONSOR & PROUD PARTNER Abbott	<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 Margot Zobel Way 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 Interviews with multiple sponsor representatives and featured as Premier Sponsor and Proud Partner on webcast 	<ul style="list-style-type: none"> In press releases and media advisories Additional unique sponsorship opportunities are also available at this level (see "Our Partners" page on our website)
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 Margot Zobel Way 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 Interviews with multiple sponsor representatives on webcast 	<ul style="list-style-type: none"> In press release and media advisories Additional unique sponsorship opportunities are also available at this level (see "Our Partners" page on our website)
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 Interviews with multiple sponsor representatives on webcast 	<ul style="list-style-type: none"> In press release and media advisories Additional unique sponsorship opportunities are also available at this level (see "Our Partners" page on our website)
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 Interview with single sponsor representative on webcast 	<ul style="list-style-type: none"> In press release and media advisories Additional unique sponsorship opportunities are also available at this level (see "Our Partners" page on our website)
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 Interview with single sponsor representative on webcast 	<ul style="list-style-type: none"> In press release and media advisories Additional unique sponsorship opportunities are also available at this level (see "Our Partners" page on our website)
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 deadlines.

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

<p align="center">VIDEO HIGHLIGHTS SPONSOR</p> <p>SPECIAL THANKS TO:</p> <p align="center">ABBOTT</p> <p>WEB CAST SPONSOR 4th 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 Walk's video highlights; these video highlights will be available on the PUW website for one year ▪ The video highlights will be approximately 2 hours in length, featuring interviews on Margot Zobel Way and the Walk route, as well as the Kick-Off 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 align="center">BAG SPONSOR</p> <p>SPECIAL THANKS TO:</p> <p align="center">LSVT GLOBAL</p> <p>BAG SPONSOR 4th YEAR IN A ROW</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 staff ▪ 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 align="center">SNACK SPONSOR</p> <p>Price Based On Selection</p>	<ul style="list-style-type: none"> ▪ Snacks will be served to Walk participants ▪ 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>
<p align="center">GOLF CART SPONSOR</p> <p>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 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>

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