



## 2018 PARKINSON'S UNITY WALK ADDITIONAL SPONSORSHIP OPPORTUNITIES

<p><b>PUW PRINT MEDIA CAMPAIGN SPONSOR</b> \$20,000</p>	<p>Pay for cost of printing media campaign throughout NYC – on buses, subway platforms, urban digital panels at entrances to subways, etc.</p> <ul style="list-style-type: none"> <li>▪ Sponsorship recognition includes logo on all printed media ads - “Brought to you courtesy of...”, event signage, PUW website and brochure, and day of Walk announcements</li> </ul>
<p><b>HAT/BASEBALL CAP SPONSOR</b> \$12,000-\$15,000 Cost will vary based on type and quality of hat selected</p>	<ul style="list-style-type: none"> <li>▪ Sponsor logo printed directly on the back of baseball cap (with PUW logo on the front,) providing exposure by all participants wearing them throughout Central Park</li> <li>▪ Hats will be handed out at Registration</li> <li>▪ Hats can be ordered by sponsor or through the PUW office</li> <li>▪ Sponsorship includes acknowledgement on event signage, PUW website and brochure, and day of Walk announcements</li> </ul>
<p><b>THANK YOU RECEPTION NIGHT PRIOR TO WALK</b> \$25,000 Gold sponsorship(s) @ \$10,000 UCB 2017 sponsor Silver sponsorship(s) @ \$5,000 The Kenneth Aidekman Family Foundation and The Tuchman Foundation 2017 sponsors</p>	<p>Reception for top teams; approximately 200+ guests in attendance</p> <ul style="list-style-type: none"> <li>▪ Sponsorship recognition on evite, and signage and announcements made at the reception</li> </ul>
<p><b>PUW SECURITY MARSHALL SPONSOR</b> \$10,000</p>	<p>Security agents serve as Marshalls along the Walk route and throughout the event</p> <ul style="list-style-type: none"> <li>▪ Security agents wear polo shirts with company logo on the back of the shirt</li> <li>▪ Sponsor logo on event signage, PUW website and brochure, and day of Walk announcements</li> </ul>
<p><b>BAG SPONSOR</b> \$7,000 - \$10,000 Cost will vary based on type and quality of bag selected  US WorldMeds</p>	<p>Bags are offered to participants on the day of the Walk to help them carry the materials they receive</p> <ul style="list-style-type: none"> <li>▪ Sponsor logo printed directly on the bag providing exposure by all participants carrying them throughout Central Park</li> <li>▪ Bags will be handed out at various locations throughout the event</li> <li>▪ The PUW office can provide volunteers to assist handing out the bags or sponsor can provide your own staff</li> <li>▪ Bags can be ordered by sponsor or through the PUW office</li> <li>▪ Sponsorship includes acknowledgement on event signage, PUW website and brochure, and day of Walk announcements</li> </ul>
<p><b>TEAM PHOTO BOOTH SPONSOR</b> \$7,000 Acadia Pharmaceuticals</p>	<p>Teams take their team photo throughout the day of the Walk at this popular booth. A twitter feed is live at the Team Photo booth increasing awareness of PD and the Unity Walk</p> <ul style="list-style-type: none"> <li>▪ Sponsorship recognition includes logo on the banner on each photo, signage at the Team Photo booth, on event signage, PUW website and brochure, and day of Walk announcements</li> </ul>



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<p><b>PUW CO-BRANDED GIVEAWAY ITEMS AT REGISTRATION</b> \$6,000-\$8,000 Cost will vary based on giveaway selected Sunovion</p>	<p>Offering a new and exciting giveaway to pick up at Registration, will motivate our walkers to check in at Registration and provide more visibility for giveaway sponsor.</p> <ul style="list-style-type: none"> <li>▪ 2018 co-branded item TBD</li> <li>▪ Sponsorship includes acknowledgement on event signage, PUW website and brochure, and day of Walk announcements</li> </ul>
<p><b>REGISTRATION SPONSOR</b> \$3,000 North Jersey Brain and Spine Center</p>	<p>All walkers are encouraged to check-in at Registration prior to starting the Walk route.</p> <ul style="list-style-type: none"> <li>▪ Pens with sponsor logo distributed at Registration</li> <li>▪ Prominent signage recognition at Registration booth with sponsor logo.</li> <li>▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website</li> </ul>
<p><b>BANDSHELL STAGE PROGRAM AND SOUND SYSTEM SPONSOR</b> \$5,000</p>	<p>Continuous program on Bandshell stage featuring entertainment and Parkinson's related exercise demonstrations and sound system throughout the event</p> <ul style="list-style-type: none"> <li>▪ Prominent signage recognition on the Bandshell stage with sponsor logo</li> <li>▪ Multiple announcements from Bandshell stage, signage on Bandshell stage, and sponsorship recognition on the PUW website and brochure</li> </ul>
<p><b>GOLF CART SPONSOR</b> \$5,000 Arthur J. Gallagher &amp; Co.</p>	<p>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</p> <ul style="list-style-type: none"> <li>▪ Sponsor Logo prominently placed on each golf cart</li> <li>▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website</li> </ul>
<p><b>PUW POST-WALK "FAVORITE WALK MOMENTS" MONTAGE</b> \$3,000</p>	<ul style="list-style-type: none"> <li>▪ Sponsorship recognition includes logo at the end of the video, event signage, day of Walk announcements, and on the PUW website</li> </ul>
<p><b>VOLUNTEER SPONSOR</b> \$2,500 Kyowa Kirin</p>	<p>Over 200 volunteers support the Parkinson's Unity Walk on the day of the event. Volunteers receive a t-shirt and breakfast items.</p> <ul style="list-style-type: none"> <li>▪ Sponsor logo displayed on the back of the PUW Volunteer t-shirt</li> <li>▪ Sponsor logo displayed on the Volunteer Check-in booth</li> <li>▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website</li> </ul>
<p><b>KIDS' BOOTH</b> \$2,500</p>	<p>Face painting and crafts are offered at the Kids' Booth</p> <ul style="list-style-type: none"> <li>▪ Prominent signage recognition at the Kids' Booth with sponsor logo</li> <li>▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website</li> </ul>



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<b>MAKE-A-SIGN BOOTH</b> \$2,000	Walkers create placards that they carry throughout the Walk indicating who they are walking for. <ul style="list-style-type: none"><li>▪ Prominent signage recognition at the Make-A-Sign booth with sponsor logo</li><li>▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website</li></ul>
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**Inclusion in materials is based on the date sponsorship is confirmed and submission is received. Contact the PUW office for deadlines.**  
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[1/10/18](#)