



2018 PARKINSON'S UNITY WALK SPONSORSHIP OPPORTUNITIES

	VISIBILITY AT CENTRAL PARK	DAY OF WALK SIGNAGE	BROCHURE/ PRESS RELEASE/SOCIAL MEDIA	WEBSITE
TRIPLE DIAMOND \$82,500	<ul style="list-style-type: none"> •Quadruple Booth, location as agreed upon •Company representative to address walkers 4 times from Bandshell stage •Four announcements made from Bandshell stage 	<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 in Walk brochure •Inclusion in press releases •Inclusion of three tweets from PUW twitter account – two in April and one on day of Walk. 	<ul style="list-style-type: none"> • One of limited number of rotating images with link on PUW home page (additional \$10,000 Jan-April or \$15,000 for 12 months) • Logo and 2-3 sentence sponsor highlight on PUW sponsor page •Expanded highlight (up to 300 words) on PUW website with link to sponsor site •Logo on all PUW fundraising site pages
DOUBLE DIAMOND \$54,000	<ul style="list-style-type: none"> •Triple Booth, location as agreed upon •Company representative to address walkers 2 times from Bandshell stage •Three announcements made from Bandshell stage 	<ul style="list-style-type: none"> •Company name on Sponsor sign, placed in 2 locations 	<ul style="list-style-type: none"> •Logo in Walk brochure •Inclusion in press releases •Inclusion of two tweets from PUW twitter account – one in April and one on day of Walk. 	<ul style="list-style-type: none"> • One of limited number of rotating images with link on PUW home page (additional \$10,000 Jan-April or \$15,000 for 12 months) •Logo and 2-3 sentence sponsor highlight on PUW sponsor page •Expanded highlight (up to 300 words) on PUW website with link to sponsor site •Logo on all PUW fundraising site pages
DIAMOND \$27,500	<ul style="list-style-type: none"> •Double Booth •Two announcements from Bandshell stage 	<ul style="list-style-type: none"> •Company name on Sponsor sign, placed in 2 locations 	<ul style="list-style-type: none"> •Logo in Walk brochure •Inclusion in press releases •Inclusion of one tweet from PUW twitter account on day of Walk. 	<ul style="list-style-type: none"> •Logo and 2-3 sentence sponsor highlight on PUW sponsor page •Expanded highlight (up to 150 words) on PUW website with link to sponsor site •Logo on all PUW fundraising site pages
PLATINUM \$16,500	<ul style="list-style-type: none"> •Single Booth 	<ul style="list-style-type: none"> •Company name on Sponsor sign, placed in 2 locations 	<ul style="list-style-type: none"> •Logo in Walk brochure •Inclusion in press releases •Inclusion of one tweet from PUW twitter account on day of Walk. 	<ul style="list-style-type: none"> •Logo and 2-3 sentence sponsor highlight on PUW sponsor page •Expanded highlight (up to 150 words) on PUW website with link to sponsor site)
GOLD \$10,000		<ul style="list-style-type: none"> •Company name 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"> •Company name on Sponsor sign, placed in 2 locations 	<ul style="list-style-type: none"> •Name in Walk brochure 	<ul style="list-style-type: none"> •Name on PUW sponsor page

Inclusion within brochure, signage 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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