



2020 PARKINSON'S UNITY WALK ADDITIONAL SPONSORSHIP OPPORTUNITIES

<p>PUW CO-BRANDED GIVEAWAY ITEMS AT REGISTRATION \$4,000-\$8,000 Multiple Opportunities Available</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 sponsors.</p> <ul style="list-style-type: none"> ▪ 2020 co-branded item TBD ▪ Sponsorship includes acknowledgement on event signage, PUW website and brochure, and day of Walk announcements
<p>THANK YOU RECEPTION NIGHT PRIOR TO WALK</p> <p>Gold sponsorship(s) @ \$10,000 Silver sponsorship(s) @ \$5,000</p>	<p>Reception for top teams; approximately 200+ guests in attendance</p> <ul style="list-style-type: none"> ▪ Sponsorship recognition on evite, and signage and announcements made at the reception
<p>BAG SPONSOR \$7,000 - \$10,000 Cost will vary based on type and quality of bag selected</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"> ▪ Sponsor logo printed directly on the bag providing 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 sponsor can provide your own staff ▪ Bags can be ordered by sponsor or through the PUW office ▪ Sponsorship includes acknowledgement on event signage, PUW website and brochure, and day of Walk announcements
<p>TEAM PHOTO BOOTH SPONSOR \$7,000</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"> ▪ 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
<p>HAT/BASEBALL CAP SPONSOR \$12,000-\$15,000 Cost will vary based on type and quality of hat selected</p>	<ul style="list-style-type: none"> ▪ 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 ▪ Hats will be handed out at Registration ▪ Hats can be ordered by sponsor or through the PUW office ▪ Sponsorship includes acknowledgement on event signage, PUW website and brochure, and day of Walk announcements

Sponsorships highlighted in aqua are available for the 2020 PUW



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BANDSHELL STAGE PROGRAM AND SOUND SYSTEM SPONSOR \$5,000	<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"> ▪ Prominent signage recognition on the Bandshell stage with sponsor logo ▪ Multiple announcements from Bandshell stage, signage on Bandshell stage, and sponsorship recognition on the PUW website and brochure
GOLF CART SPONSOR \$5,000	<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"> ▪ Sponsor Logo prominently placed on each golf cart ▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website
REGISTRATION SPONSOR \$3,000 Sponsorship pending	<p>All walkers are encouraged to check-in at Registration prior to starting the Walk route.</p> <ul style="list-style-type: none"> ▪ Pens with sponsor logo distributed at Registration ▪ Prominent signage recognition at Registration booth with sponsor logo. ▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website
PUW POST-WALK "FAVORITE WALK MOMENTS" MONTAGE \$3,000	<ul style="list-style-type: none"> ▪ Sponsorship recognition includes logo at the end of the video, event signage, day of Walk announcements, and on the PUW website
REFRESHMENTS SPONSOR \$2,500	<p>Refreshments are distributed at no charge to walkers at Refreshments booth. Some items are donated; others are paid for by PUW.</p> <ul style="list-style-type: none"> ▪ Logo on signage prominently placed at Refreshments booth. <p>Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website</p>
VOLUNTEER SPONSOR \$2,500	<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"> ▪ Sponsor logo displayed on the back of the PUW Volunteer t-shirt ▪ Sponsor logo displayed on the Volunteer Check-in booth ▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website
KIDS' BOOTH \$3,500	<p>Face painting and crafts are offered at the Kids' Booth</p> <ul style="list-style-type: none"> ▪ Prominent signage recognition at the Kids' Booth with sponsor logo ▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website

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ASK THE HEALTHCARE EXPERTS BOOTH \$2,500	Healthcare professionals from multiple disciplines who work with members of the Parkinson's community speak with walkers and answer questions at the Ask the Healthcare Experts booth throughout the day <ul style="list-style-type: none">▪ Prominent signage recognition at Ask the Healthcare Experts booth▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website
MAKE-A-SIGN BOOTH \$2,000	Walkers create placards that they carry throughout the Walk indicating who they are walking for. <ul style="list-style-type: none">▪ Prominent signage recognition at the Make-A-Sign booth with sponsor logo▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website
CHEERLEADERS \$1,500	<ul style="list-style-type: none">▪ Sponsorship logo on cheerleaders' uniforms▪ Sponsorship recognition includes event signage, day of Walk announcements, and on the PUW website.

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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