



## 2020 PARKINSON'S UNITY WALK SPONSORSHIP OPPORTUNITIES

	VISIBILITY AT CENTRAL PARK	DAY OF WALK SIGNAGE	BROCHURE/ PRESS RELEASE/SOCIAL MEDIA	WEBSITE
<b>TRIPLE DIAMOND</b> <b>\$82,500</b>	<ul style="list-style-type: none"> <li>•Quadruple Booth, location as agreed upon</li> <li>•Announcements made from Bandshell stage</li> </ul>	<ul style="list-style-type: none"> <li>•Logo on full size banner placed on Margot Zobel Way and on stage</li> <li>•Logo on Sponsor sign, placed in 2 locations</li> </ul>	<ul style="list-style-type: none"> <li>•Logo in Walk brochure</li> <li>•Inclusion in press releases</li> <li>•Inclusion of three tweets from PUW twitter account – two in April and one on day of Walk.</li> </ul>	<ul style="list-style-type: none"> <li>• One of limited number of rotating images with link on PUW home page (additional \$10,000 Jan-April or \$15,000 for 12 months)</li> <li>• Logo and 2-3 sentence sponsor highlight on PUW sponsor page</li> <li>•Expanded highlight (up to 300 words) on PUW website with link to sponsor site</li> <li>•Logo on all PUW fundraising site pages</li> </ul>
<b>DOUBLE DIAMOND</b> <b>\$54,000</b>	<ul style="list-style-type: none"> <li>•Triple Booth, location as agreed upon</li> <li>•Announcements made from Bandshell stage</li> </ul>	<ul style="list-style-type: none"> <li>•Company name on Sponsor sign, placed in 2 locations</li> </ul>	<ul style="list-style-type: none"> <li>•Logo in Walk brochure</li> <li>•Inclusion in press releases</li> <li>•Inclusion of two tweets from PUW twitter account – one in April and one on day of Walk.</li> </ul>	<ul style="list-style-type: none"> <li>• One of limited number of rotating images with link on PUW home page (additional \$10,000 Jan-April or \$15,000 for 12 months)</li> <li>•Logo and 2-3 sentence sponsor highlight on PUW sponsor page</li> <li>•Expanded highlight (up to 300 words) on PUW website with link to sponsor site</li> <li>•Logo on all PUW fundraising site pages</li> </ul>
<b>DIAMOND</b> <b>\$27,500</b>	<ul style="list-style-type: none"> <li>•Double Booth</li> <li>•Announcements from Bandshell stage</li> </ul>	<ul style="list-style-type: none"> <li>•Company name on Sponsor sign, placed in 2 locations</li> </ul>	<ul style="list-style-type: none"> <li>•Logo in Walk brochure</li> <li>•Inclusion in press releases</li> <li>•Inclusion of one tweet from PUW twitter account on day of Walk.</li> </ul>	<ul style="list-style-type: none"> <li>•Logo and 2-3 sentence sponsor highlight on PUW sponsor page</li> <li>•Expanded highlight (up to 150 words) on PUW website with link to sponsor site</li> <li>•Logo on all PUW fundraising site pages</li> </ul>
<b>PLATINUM</b> <b>\$16,500</b>	<ul style="list-style-type: none"> <li>•Single Booth</li> <li>•Announcements from Bandshell stage</li> </ul>	<ul style="list-style-type: none"> <li>•Company name on Sponsor sign, placed in 2 locations</li> </ul>	<ul style="list-style-type: none"> <li>•Logo in Walk brochure</li> <li>•Inclusion in press releases</li> <li>•Inclusion of one tweet from PUW twitter account on day of Walk.</li> </ul>	<ul style="list-style-type: none"> <li>•Logo and 2-3 sentence sponsor highlight on PUW sponsor page</li> <li>•Expanded highlight (up to 150 words) on PUW website with link to sponsor site)</li> </ul>
<b>GOLD</b> <b>\$10,000</b>		<ul style="list-style-type: none"> <li>•Company name on Sponsor sign, placed in 2 locations</li> </ul>	<ul style="list-style-type: none"> <li>•Logo in Walk brochure</li> </ul>	<ul style="list-style-type: none"> <li>•Logo on PUW sponsor page</li> </ul>
<b>SILVER</b> <b>\$5,000</b>		<ul style="list-style-type: none"> <li>•Company name on Sponsor sign, placed in 2 locations</li> </ul>	<ul style="list-style-type: none"> <li>•Name in Walk brochure</li> </ul>	<ul style="list-style-type: none"> <li>•Name on PUW sponsor page</li> </ul>

**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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