



Sponsorship Opportunities & Benefits 2017

Believe in Better



Our Mission & Vision:
We make life better for people with Parkinson's through expert care and research. Everything we do helps people actively enjoy life with their friends, families, children and grandchildren until there is a tomorrow without Parkinson's.

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We Make Life BETTER Today Until There Is A Tomorrow Without Parkinson's.

Everyone wants to make life better for the ones they love and for the community they live in. You can make life better today for the 80,000 people living with Parkinson's and their caregivers in Kansas and Western Missouri by supporting the National Parkinson Foundation Heartland Chapter (NPFH).

Every day:

- Someone you know struggles to cope with Parkinson's Disease.
- Someone you know helps to care for someone with Parkinson's Disease.
- Someone you know is counting on you to help support our mission.

At NPFH our mission is simply to make life better for people with Parkinson's through expert care and research. You and your company can help us deliver on this mission by taking advantage of our 2017 Sponsorship Opportunities and Benefits Programs.

With our "one-ask-a-year" approach NPFH provides a menu of opportunities for you, our community business partner, to consider. You can choose to support one of our signature events or maximize your impact and your visibility by supporting both events. This year we are also offering some opportunities to directly support programming. Your support will not only help us improve the quality of life for people affected by Parkinson's Disease, but provide you, your company, your staff and/or clients with recognition, attendance at two community-wide events and a variety of signature event benefits and visibility.


We invite you to take a moment to review NPFH's Corporate Sponsorship Opportunities outlined in this packet and consider how you would like to be involved this year. Please visit our website (www.parkinsonheartland.org) to view photos and information from last year's events, learn more about the organization and the people we serve, and to view how we recognize our sponsors.

If you have questions or would like to tailor your support in a different way, please contact Brian Riegel, Community Development Manager, at 913-341-8828 or brian@parkinsonheartland.org.

We want to partner with you to make life better for people with Parkinson's in our community!



**Graham Smith, NPFH President
VP of Planning, Gould Evans**



**Jane Ann Gorsky, Executive Director
National Parkinson Foundation
Heartland Chapter**

National Parkinson Foundation Heartland Chapter
www.parkinsonheartland.org

8900 State Line Rd | Suite 320 | Leawood, KS 66206 | 913.341.8828



Supporting Our Events Helps People Diagnosed with Parkinson's Live their Best Possible Life NOW.

Your Gift Will Help Us Fund
Better Research, Better Treatment and Better Lives.



BasketBALL | Saturday, April 1, 2017

Come join the fun at the ultimate Final Four Watch Party! Join us at our new venue, The Firestone Building, and watch the best of college basketball while helping raise awareness about Parkinson's Disease and supporting the National Parkinson Foundation Heartland Chapter. BasketBALL is one of our annual fundraisers and is a fun event, even if you do not like basketball. You will experience live and silent auctions, party games, great food and beverages, and of course the excellent Final Four Basketball games.

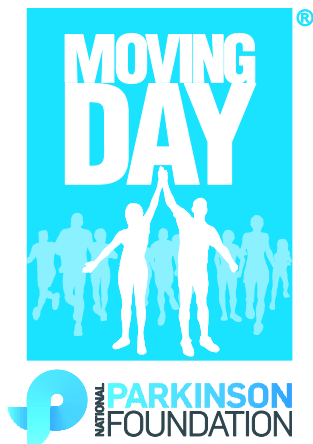
With your sponsorship you will be putting your company's name in front of the top supporters of Parkinson's Disease in our community. All money raised stays here in our service area to support those touched by Parkinson's in the Heartland.

It also provides you a way of cultivating clients and top-performing associates in a fun way, while providing valuable community support.

Moving Day® | Saturday, June 10, 2017

Moving Day® is a collaborative effort of National Parkinson Foundation and its Heartland Chapter to raise awareness about Parkinson's Disease. Our Annual Walk is held on the beautiful grounds of the Liberty Memorial, encouraging people of all ages to stay active and keep "moving" which is a key component in the fight to slow the progression of Parkinson's Disease. Choose to walk or run courses from half mile to 5K long. Get your daily workout in while supporting the National Parkinson Foundation Heartland Chapter!

With your sponsorship you will have the opportunity to truly engage with the Parkinson Community here in Kansas City. People with Parkinson's, family members, friends and caregivers come out to raise awareness, find resources and discover a supportive community at this event. It's an opportunity for your company to have contact with a captive audience of over 1,000 people.





BasketBALL

Opportunities

Point Guard | \$15,000

- Listing and/or logo on all printed event materials
- Featured on big screens at event
- Verbal recognition at event
- 2 VIP tables including complimentary food and 60 drink tickets
- Recognition on NPFH's website, e-blasts, social media and newsletter

Star Rebounder | \$10,000

- Listing and/or logo on all printed event materials
- Verbal recognition at event
- Featured on big screens at event
- 1 VIP table including complimentary food and 40 drink tickets
- Recognition on NPFH's website, e-blasts, social media and quarterly newsletter

Playmaker | \$5,000

- Listing and/or logo on all printed materials
- Verbal recognition at event
- Featured on big screens at event
- 1 table including complimentary food and 20 drink tickets
- Recognition on NPFH's website, e-blasts, social media and newsletter

Sixth Man | \$2,500

- Recognition on NPFH's website, social media and newsletter
- 1 table including complimentary food and 10 drink tickets

Deadline to take full advantage of sponsorship benefits is **January 30, 2017.**

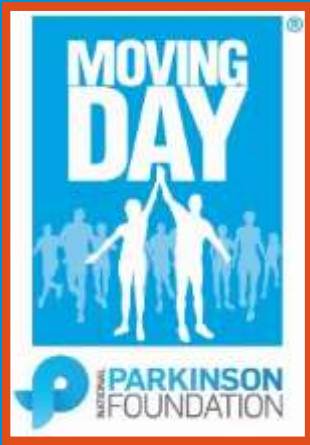
Saturday
April 1, 2017
5pm - 11pm*

*times subject to change
according to Final 4 tv times.

The Firestone Building
2001 Grand Blvd
Kansas City, Missouri, 64108

The best Final Four Watch Party
in Kansas City

Party Games, Auctions, and More!



PEOPLE WHO MOVE
CHANGE THE WORLD.®

Saturday, June 10, 2017
8:30am - Noon
Rain or Shine

Liberty Memorial
100 West 26th Street
Kansas City, Missouri

Moving Day® is a collaborative effort of the National Parkinson Foundation and the Heartland Chapter. Join us as we walk the grounds of the Liberty Memorial and raise awareness for Parkinson's Disease.

In addition to a fundraising walk, this is a celebration of movement, with a special Movement Pavilion featuring various types of exercise and our "KCPL-Bernie Beaudoin Moving Experience" which allows people to experience some of the challenges of having Parkinson's Disease.

Moving Day

Opportunities

Platinum Sponsor | \$20,000

- Private tent for your company to use as a gathering space for a walking team
- Listing and/or logo on all printed event materials
- Recognition on NPFH's website, social media and newsletter
- Article in one of our newsletters announcing the sponsorship and telling your corporate story including a half page ad
- Company logo printed on Moving Day® T-shirts
- Company logo on Moving Day® Sponsors Banner

Gold Sponsor | \$10,000

- Private tent for your company to use as a gathering space for a walking team
- Listing and/or logo on all printed materials
- Recognition on NPFH's website, social media, and newsletter
- Company logo printed on Moving Day® T-shirts
- Company logo on Moving Day® Sponsors Banner

Silver Sponsor | \$5,000

- Private tent for your company to use as a gathering space for a walking team
- Listing and/or logo on all printed materials
- Recognition on NPFH's website, social media and newsletter
- Company logo printed on Moving Day® T-shirts
- Company logo on Moving Day® Sponsors Banner

Bronze Sponsor | \$2,500

- Recognition on NPFH's website, social media and newsletter
- Company logo printed on Moving Day® T-shirts
- Company logo on Moving Day® Sponsors Banner

Coffee or Water Station Sponsor | \$1,500 | 1 Coffee/3 Water

- Company name and/or logo printed on sign at coffee station
- Company name and/or logo printed on signs at water stations along the walk route

Route Sponsor | \$1,000

- Company name and/or logo on a route sign

Deadline to take full advantage of Sponsorship benefits is **January 30, 2017.**



Program Opportunities

Wellness and Exercise Instructors Benefactor | \$15,000

Help us train and retain our excellent team of exercises class instructors who are experts in Parkinson exercise programming.

- 1 VIP table at our BasketBALL event including complimentary food and 40 drink tickets
- Verbal recognition at event
- Featured on big screens at event
- Recognition on NPFH's website, e-blasts, social media and newsletter
- Recognition on signage at NPFH office

Support Group Benefactor | \$10,000

Help us keep our network of over 40 support groups, for both people with Parkinson's and their caregivers, going strong and giving much needed support, education and engagement.

- 1 VIP table at our BasketBALL event including complimentary food and 40 drink tickets
- Verbal recognition at event
- Featured on big screens at event
- Recognition on NPFH's website, e-blasts, social media and newsletter
- Recognition on signage at NPFH office

PD Friendly Fitness Training Benefactor | \$5,000

Help train fitness instructors from all over the region in how to best work with people living with Parkinson's and give them quality programs they need and deserve.

- 1 table at our BasketBALL event including complimentary food and 20 drink tickets
- Verbal recognition at event
- Featured on big screens at event
- Recognition on NPFH's website, e-blasts, social media and newsletter
- Recognition on signage at NPFH office

For questions about Program Opportunities contact Jane Ann Gorsky, Executive Director, at 913-341-8828 or Jgorsky@parkinson.org



2017 Event Sponsorship Agreement



National Parkinson Foundation Heartland is offering a menu of event and program sponsorship opportunities. Select the sponsorship(s) that work best for your company and we will do the rest!

2017 BasketBALL Sponsorship Opportunities:



Point guard-\$15,000

Sixth man-\$2,500

Star Rebounder-\$10,000

Other Donation-\$ _____

Playmaker-\$5,000

Auction Item _____

2017 Moving Day® Sponsor Levels:



Platinum Sponsor-\$20,000

Water Station Sponsor-\$1,500

Gold Sponsor-\$10,000

Coffee Station Sponsor-\$1,500

Silver Sponsor-\$5,000

Route Sponsor-\$1,000

Bronze Sponsor-\$2,500

Program Sponsor \$15,000

\$10,000

\$5,000

Company

Name: _____

Contact Name: _____

Billing Address: _____

City/State/Zip: _____

Phone #: _____

Email: _____

I have the authority to execute this sponsorship agreement on behalf of the above company and, with my signature, commit the company to paying National Parkinson Foundation Heartland Chapter.

Authorized Signature: _____

Please make checks payable to the NPF Heartland Chapter. To pay by credit card contact Brian Riegel 913.341.8828