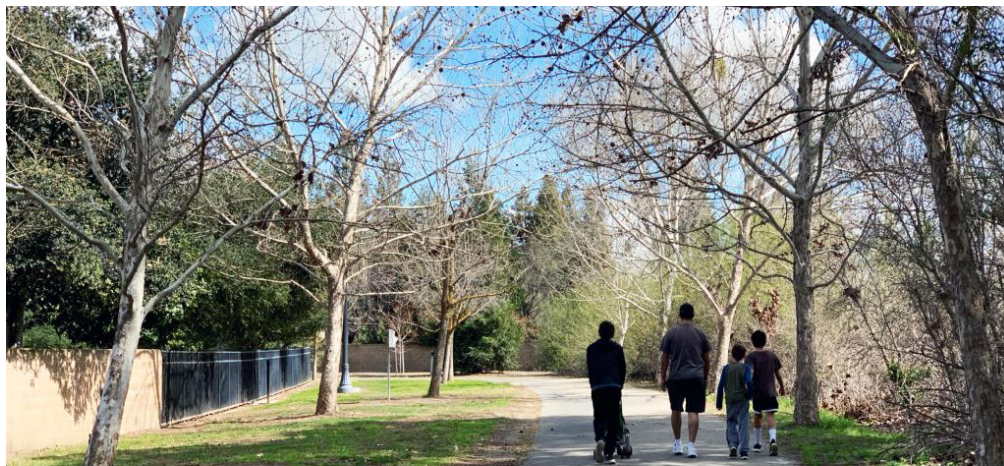




Move better. Live better. A walk to benefit Parkinson's disease

Partnership Opportunities



Move better. Live better.
A walk to benefit Parkinson's disease

October 7, 2023
Fresno City College
Fresno, CA

Jessica Tax, CEO

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www.moveuphealth.com

Our Why

To support the ones we cherish...



...for more of these moments.



Neurological disorders are now the leading cause of disability globally. Parkinson's disease (PD) is the fastest growing neurological disorder in the world, with 90,000 people diagnosed each year in the United States. There is no cure.

Move better. Live better. A walk to benefit Parkinson's disease is an event to raise awareness and illuminate the impact that PD has on quality of life. With your support, this event will raise funds to provide local resources for those battling Parkinson's disease and their care partners. Thirty percent of profits will go to the Parkinson's Foundation to advance research, develop better treatments, and provide additional support services for those battling PD.

The Parkinson's Foundation

The Parkinson's Foundation makes life better for people with Parkinson's disease by improving care and advancing research toward a cure. In everything they do, they build on the energy, experience and passion of our global Parkinson's community.

Nearly one million people will be living with Parkinson's disease in the U.S. by 2020, which is more than the combined number of people diagnosed with multiple sclerosis, muscular dystrophy and Lou Gehrig's disease (or Amyotrophic Lateral Sclerosis). Approximately 90,000 Americans are diagnosed with PD each year. Ninety percent of people with Parkinson's in the U.S. receive inadequate medical care.

The Impact

A portion of the funds raised at the "Move better. Live better. A walk to benefit Parkinson's disease" event will go to the Parkinson's Foundation mission to support their mission by delivering expert care to more than 193,500 people living with Parkinson's. More than \$10 million is invested every year in the most promising research and scientists who are on a mission to develop and fine-tune new treatments, learn about what causes Parkinson's and ultimately find a cure.

A portion of the funds raised will go to expand local services for those battling Parkinson's disease, including support group services and caregiver support services. Other proposed uses include an exercise tuition fund to provide fee assistance to attend an exercise program of the person's choosing. Exercise has been shown to slow the progression of Parkinson's disease and greatly impacts overall quality of life. Fee assistance would be provided on an income basis and an application for funds would be required. Based on funds, fee assistance would be limited to a specified timeframe.

The Event

The West Lawn and Veteran's Square have been reserved at Fresno City College for the walk-a-thon. The walking route covers a 1-mile loop around the Fresno City College campus. Given the physically limiting nature of Parkinson's disease, a Mini Loop and Seated Exercise Station will also be provided. Similar events have 200-300 attendees. The event and signage will be visible from busy cross streets.

Event Agenda:

Check-in: 9:00am

Walk: 10:00am

Picnic: 11:00am-1:00pm

Wrap-up: 12:30pm-1:00pm

The West Lawn will be the site for the following areas:

Starting Line

Seated Exercise Station/Area

Mini Loop

Family Activities Area

Sponsor Booths (Resources in English)

Carnival Games

Tribute and Thank You Wall

The Veteran's Square will be the site for the following areas:

Recovery and Light Refreshment Area

Ice Cream Corner (Inside the cafeteria)

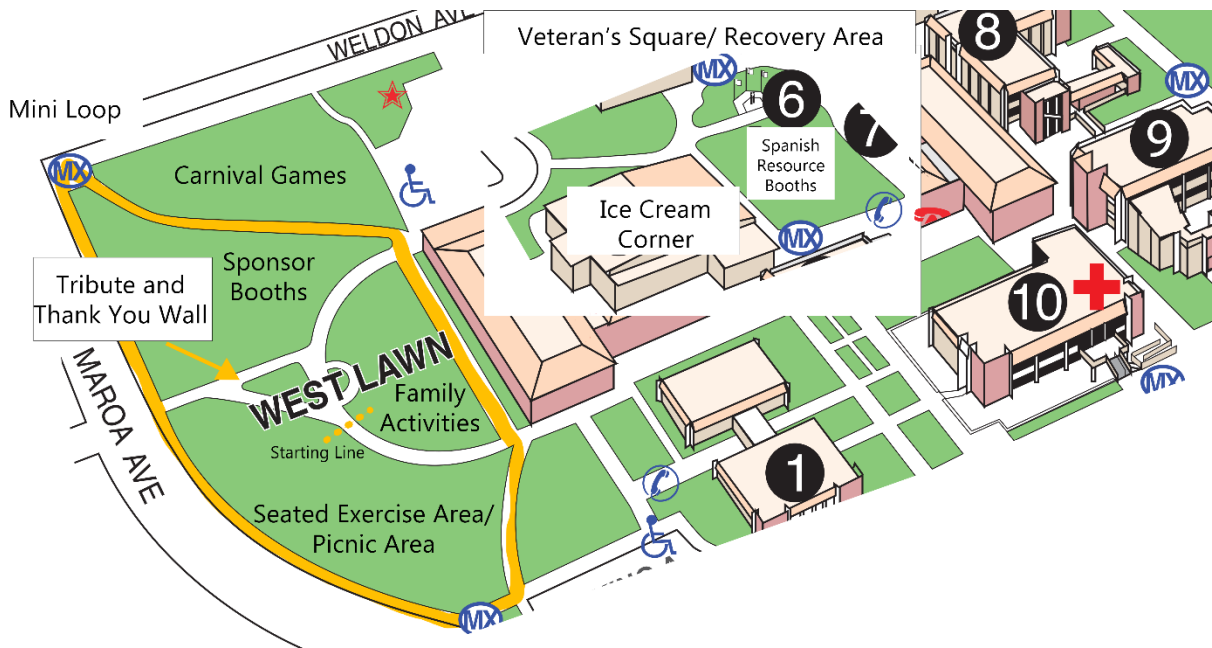
Spanish Resource Booths

Other event sites:

Parking Lots (currently not reserved for the event)

Lap/Distance Markers

Site Map



Walk Route



To learn more about the event, visit our [webpage](#).

Sponsorship Opportunities and Levels

Starting Line / Presenting Sponsor: \$15,000 (1 at this level)

Pre-Event Benefits

- Custom team kick-off and thank you party for employee engagement
- Logo featured on event webpage with link to company website
- Logo featured on event print promotional materials, recognized as "Presenting Sponsor"
- Rights to promote event partnership in publications with co-branded ad (ad templates provided by Move Up Health and Fitness)

Social Media Benefits

- Links to company Facebook and Twitter included below company logo on event webpage
- Opportunity to record 30-second video message approved by Move Up Health and Fitness included on event webpage and Facebook event page
- Presenting Sponsor thank you post to timeline and story on Move Up Health and Fitness Fresno Facebook page
- Co-branded social media cover photo made available to all event participants

Event Day Benefits

- Logo placement on signage at starting line
- Logo featured on event T-shirts
- Logo featured on sponsor Thank You Wall
- Logo featured on (2) walk route signs
- Logo featured on event day Site Maps
- Preferred booth placement in sponsor resource area
- Logo featured on table runner displayed at your booth
- Onstage verbal recognition
- Opportunity to distribute approved giveaways
- Logo featured on Event Passport. All participants will be encouraged to visit sponsor booths to collect stickers provided to sponsors by Move Up Health and Fitness. Completed passports will be entered in a drawing for a prize.

Post Event Benefit

- Recognized as "Presenting Sponsor" in follow-up Thank You emails to all registered participants and volunteers

Recovery Area / Platinum Sponsor: \$10,000 (1 at this level)

Pre-Event Benefits

- Custom team kick-off and thank you party for employee engagement
- Logo prominently placed on event webpage with link to company website
- Logo prominently featured on event print promotional materials
- Rights to promote event partnership in publications with co-branded ad (ad templates provided by Move Up Health and Fitness)

Social Media Benefits

- Links to company Facebook and Twitter included below company logo on event webpage
- Sponsor thank you post to timeline and story on Move Up Health and Fitness Fresno Facebook page

Event Day Benefits

- Logo placement on signage at recovery area
- Logo featured on event T-shirts
- Logo featured on sponsor Thank You Wall
- Logo featured on event day Site Maps
- Logo featured on (1) walk route sign
- Preferred booth placement in sponsor resource area
- Logo featured on table runner displayed at your booth
- Onstage verbal recognition
- Opportunity to distribute approved giveaways
- Logo featured on Event Passport. All participants will be encouraged to visit sponsor booths to collect stickers provided to sponsors by Move Up Health and Fitness. Completed passports will be entered in a drawing for a prize.

Picnic or Ice Cream / Gold Sponsors: \$6,000 (2 at this level, must select picnic or ice cream option)

Pre-Event Benefits

- Logo placed on event webpage with link to company website
- Logo featured on event print promotional materials
- Rights to promote event partnership in publications with co-branded ad (ad templates provided by Move Up Health and Fitness)

Social Media Benefits

- Links to company Facebook and Twitter included below company logo on event webpage
- Sponsor thank you post to timeline and story on Move Up Health and Fitness Fresno Facebook page

Event Day Benefits

- Logo placement on signage at selected area (Picnic or Ice Cream)
- Logo featured on event T-shirts
- Logo featured on sponsor Thank You Wall
- Logo on event day Site Maps
- Option to have a table in sponsor resource area
- Opportunity to distribute approved giveaways
- Logo featured on Event Passport. All participants will be encouraged to visit sponsor booths to collect stickers provided to sponsors by Move Up Health and Fitness. Completed passports will be entered in a drawing for a prize.

Family Area, Carnival Game Area, Seated Exercise Area / Silver Sponsors: \$3,000 (3 at this level, must select family area, carnival games, or seated exercise area option)

Pre-Event Benefits

- Logo placed on event webpage with link to company website
- Logo featured on event print promotional materials
- Rights to promote event partnership in publications with co-branded ad (ad templates provided by Move Up Health and Fitness)

Social Media Benefits

- Links to company Facebook and Twitter included below company logo on event webpage
- Sponsor thank you post to timeline and story on Move Up Health and Fitness Fresno Facebook page

Event Day Benefits

- Logo placement on signage at selected area (Family Area, Carnival Games, or Seated Exercise Area)
- Logo featured on event T-shirts
- Logo featured on sponsor Thank You Wall
- Logo on event day Site Maps
- Option to have a table in sponsor resource area
- Opportunity to distribute approved giveaways
- Logo featured on Event Passport. All participants will be encouraged to visit sponsor booths to collect stickers provided to sponsors by Move Up Health and Fitness. Completed passports will be entered in a drawing for a prize.

Mini Loop, Lap 2 Marker, Lap 3 Marker / Bronze Sponsors: \$1,500 (3 at this level, must select mini loop, lap 2 marker, or lap 3 marker option)

Pre-Event Benefits

- Logo placed on event webpage with link to company website
- Logo featured on event print promotional materials
- Rights to promote event partnership in publications with co-branded ad (ad templates provided by Move Up Health and Fitness)

Social Media Benefits

- Links to company Facebook and Twitter included below company logo on event webpage
- Sponsor thank you post to timeline and story on Move Up Health and Fitness Fresno Facebook page

Event Day Benefits

- Logo placement on signage at selected area (Mini Loop, Lap 2 Marker, or Lap 3 Marker)
- Logo featured on event T-shirts
- Logo featured on sponsor Thank You Wall
- Logo on event day Site Maps
- Option to have a table in sponsor resource area
- Opportunity to distribute approved giveaways
- Logo featured on Event Passport. All participants will be encouraged to visit sponsor booths to collect stickers provided to sponsors by Move Up Health and Fitness. Completed passports will be entered in a drawing for a prize.

Sponsor Table: \$1,000 (9/10 remaining at this level)

Pre-Event Benefits

- Logo placed on event webpage with link to company website
- Logo featured on event print promotional materials
- Rights to promote event partnership in publications with co-branded ad (ad templates provided by Move Up Health and Fitness)

Social Media Benefits

- Links to company Facebook and Twitter included below company logo on event webpage
- Sponsor thank you post to story on Move Up Health and Fitness Fresno Facebook page

Event Day Benefits

- Logo featured on sponsor Thank You Wall
- Table in sponsor resource area
- Opportunity to distribute approved giveaways
- Logo featured on Event Passport. All participants will be encouraged to visit sponsor booths to collect stickers provided to sponsors by Move Up Health and Fitness. Completed passports will be entered in a drawing for a prize.



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2023 Partnership Agreement

Commitment Level

- \$15,000 – Presenting Sponsor
- \$10,000 – Platinum Sponsor
- \$6,000 – Gold Sponsor

- \$3,000 – Silver Sponsor
- \$1,500 – Bronze Sponsor
- \$1,000 – Event Table

Business Name: _____

Contact Name: _____

City: _____

State: _____

Zip: _____

Business Phone: _____

Email: _____

Web Address: _____

Authorized Signature: _____

Date: _____

Method of Payment

All payments must be received within 30 days of signing this agreement.

- Credit Card: Visit our [Eventbrite page](#) to pay with credit card.
- Check: Please make payable to Move Up Health and Fitness. Mailing address listed below.
- Please send invoice to: _____
- We are unable to be a sponsor this year, but enclosed is our contribution \$: _____

Email this letter of intent to: Jessica@moveuphealth.com

Mail check to:

Move Up Health and Fitness
3706 W Swift Ave
Fresno, CA 93722

Please email an EPS logo and JPG logo to Jessica@moveuphealth.com by **August 1** to ensure high-quality printing.

Need a customized package to meet your marketing goals? Please contact Jessica Tax to discuss alternative partnership opportunities.

Thank you for supporting the Parkinson's community!