Pacing for Parkinson's

Sponsorship Packet 2023
Pacing for Parkinson's (P4P) is a volunteer-led, community-centered organization raising awareness of and funds for Parkinson’s disease research, community outreach, education, and patient care at Johns Hopkins Medicine. It is also our goal to tell the diverse stories of the Parkinson's community and encourage movement of all types.

This year, P4P will include multiple in-person fundraising events at local businesses and a virtual week of movement in the fall.

Over the years, P4P has raised more than $1,143,900 to support the Johns Hopkins Parkinson’s Disease and Movement Disorders Center, a Parkinson's Foundation Center of Excellence, provides comprehensive, compassionate, and timely treatment to people living with Parkinson's and other movement disorders.

What is Parkinson's Disease?

Parkinson's disease (PD) is the second most common neurodegenerative brain disorder and affects more than half a million people in the United States, with 50,000-60,000 new cases each year. PD progresses slowly and typically impacts people between the ages of 55 and 65. Parkinson's gradually strips away motor abilities, leaving patients with a slow gait, rigid limbs, tremor, shuffling, and a lack of balance. However, research has shown that regular movement can improve gait, balance, tremor, flexibility, grip strength and motor coordination in patients.

The cause of Parkinson's is unknown, but thanks to recent advances, including the pinpointing of several Parkinson's genes, current research is rapidly expanding. Physician scientists are now picking apart newly discovered biochemical pathways involved in the disease and uncovering new targets for therapy.

SPONSOR P4P IN 2023!

Sponsorship opportunities range from $500 to $10,000 and provide significant visibility and benefits to sponsoring organizations, whose support advances crucial research and the highest quality patient care in the prevention, diagnosis, and treatment of Parkinson’s disease.

For organizations in the pharmaceutical, medical device, biotechnology, and healthcare industries, please contact Kaylin Kopcho at kaylin.kopcho@jhmi.edu to discuss ways that you can philanthropically support Pacing for Parkinson's.
## Sponsorship Benefits

<table>
<thead>
<tr>
<th>Level</th>
<th>Platinum Level*</th>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
<th>Partner Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charitable contribution amount</td>
<td>$10,000*Limited to one organization</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,500</td>
<td>$500</td>
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<tr>
<td>First right of refusal for Platinum Level for the following year</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Exclusive company recognition on P4P promotional premium</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Primary position on all materials listing sponsors</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Check presentation opportunity, photographed for P4P website and social media</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Featured article in P4P e-newsletter, reaching over 5,000 people</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Company recognition on table-top sponsorship banner at all in-person events</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Company recognition on P4P social media accounts, reaching over 2,000 people</td>
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<td>No</td>
<td>No</td>
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<tr>
<td>Company recognition on Johns Hopkins P4P website and crowd fundraising experience</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

*To make sure you receive proper recognition, please provide your organization’s logo as .jpg AND .eps/.ai (vector) file ASAP.

To become a P4P sponsor, please contact:
Kaylin Kopcho, Neurology Development Officer
kaylin.kopcho@jhmi.edu
www.pacing4parkinsons.org
Company Name: ________________________________
Contact Name: ________________________________
Phone: ________________________________
Email: ________________________________
Address: ________________________________

In-Kind Contribution: ________________________________

Make checks payable to:
Johns Hopkins University (Pacing for Parkinson’s in the memo line)

Mail checks to:
Johns Hopkins Department of Neurology Development Office
550 N Broadway, 7th Floor
Baltimore, Maryland 21205

Tax ID: 52-0595110

Company Logo:
Please email logo (.jpg AND .eps/.ai (vector) file if possible) to pacing4parkinsons@gmail.com
NO LATER THAN July 15, 2023

Thank you for supporting Pacing for Parkinson’s!

If you have any questions or concerns regarding Pacing for Parkinson’s, please contact:
Kaylin Kopcho | Neurology Development Officer
kaylin.kopcho@jhmi.edu
www.pacing4parkinsons.org