



CORPORATE SPONSORSHIP OPPORTUNITIES

Parkinson's Resources of Oregon celebrates 40 years in 2020

Founded in 1980, Parkinson's Resources (PRO) is a community funded nonprofit with the singular focus of improving quality of life for residents living with Parkinson's. By working to address the varied and complex needs of each client and aligning with experts in the medical field, PRO is able to significantly improve quality of life for patients and families. With a keen focus on core services, we have steadily expanded our variety of services, remaining ever responsive to the needs of our clients. Through integrity, innovation, and best practices, PRO's services are as personal as our clients' fight against this disease. While currently serving more than 13,000 households, we estimate we are reaching half the affected population in our service area of Oregon and SW Washington. In 2020 we intend to continue bridging that gap with strategic objectives focused on rural communities, newly diagnosed patients, and improved services in our metro areas.

PRO offers sponsorship opportunities that will help you reach your cause marketing and philanthropy goals while achieving our shared goals to inform and support our collective audience. Our corporate partners make vital contributions to advance PRO's mission while promoting a positive corporate image and engaging an audience tied to a cause effecting our neighbors and loved ones. Through shared optimism, dedication, and urgency we are able to offer compelling opportunities for collaboration. Our partners' brand assets are delivered to highly motivated patient, supporter, clinical, and industry audiences. PRO works with only a handful of trusted partners, offering a great opportunity to leverage association with our initiatives. Funds invested by our corporate community are crucial to growing, enhancing, and delivering our high-impact services.

“It is critical that patients living with Parkinson’s disease in our region have access to the specialized resources and services necessary to living well with this illness. OHSU enjoys the opportunity to partner with Parkinson’s Resources in education and support while raising awareness of and funds for PRO’s provision of these services.”

Dr. Joseph Quinn
 Director, OHSU Parkinson Center & VA Parkinson’s Center



PROgrams

- **Helpline** offers information, referral, and support
- **Patient education** with partnering health care systems
- **Professional training** for those in the long term care field
- **Newsletter** of program and research updates and tips
- **Counseling** and case management by licensed staff
- **Respite grants** for family caregivers
- **Webinars** to reach rural and homebound clients
- **Exercise and wellness** classes employing proven techniques
- **70+ support groups** provide safe and nurturing space
- **Exercise grants** for instructors looking to start or expand specialized classes
- **Outreach events** engage clients, boost morale among peers, and reduce isolation.

PRO BY THE NUMBERS

EVERY 9 MINUTES

someone is diagnosed with Parkinson’s in U.S.

20,000+

Individuals estimated to have PD in our region

100+

new households connect with PRO every month

10

staff are dedicated to serving our community with offices in Portland, Bend, and Eugene

250+

volunteers enable a deeper reach than we could do on our own

61%

of clients reported PRO’s ability to offer services without requiring payment is a determining factor in program participation (2018 survey)

3

communities were pilot markets to increase support through multi-tiered service offerings in our Rural Outreach Initiative (ROI)

2

new communities are planned to be added to our ROI in 2020 based on the tremendous response to our pilot efforts

50+

classes, conferences, and webinars for patients, caregivers, and providers annually

70+

Peer-led support groups offer support in a safe and caring community

52,000+

newsletters provide quarterly updates in the field of Parkinson’s, PROgram updates, client reflections, research and advocacy opportunities, and partner highlights.

920

Families made direct contact with licensed staff for acute counseling and support in 2018

6

Grants awarded to instructors establishing Parkinson’s specific exercise classes

82

cents of every dollar goes to client services

THE PRO COMMUNITY—including patients, their loved ones, and allied health professionals—considers us the standard-bearer for inspiration, education, and engagement in the daily effort to live well with Parkinson’s disease. To our business and allied health audiences we are a collaborator, galvanizing our Parkinson’s community and a critical partner in reaching clients with education and resources.

PRO’S ANNUAL PARTNERS work alongside us year-round through robust, mutually beneficial relationships to achieve our shared goals through independent activities. From our signature events to online programs, there are many ways to get involved with PRO. Partnerships like these have enabled PRO to not only maintain its high quality service delivery in a period of great growth, but also position us for expansion and program development. Together, we are able to increase service offerings to meet the needs of our community, as we continue on a trajectory of **100 new households every month**.

On behalf of our Board of Directors, we invite you to extend your reach, and join PRO as an Annual Partner in our 40th year. As always, it is our intent to create a mutually beneficial partnership while publicly demonstrating your dedication to the Parkinson’s community. Through this partnership, your involvement will continue to be recognized year-round and provide the underpinning of support necessary to change lives.

In PRO’s 40th year, our annual partners are invited to celebrate with us at each of our signature fundraising and awareness events. **Until there is a cure, PRO will be here as a community.**

CELEBRATE HOPE will be an elegant and inspirational evening for 300 clients, physicians, professionals, community activists, and supporters on **April 24, 2020** at Portland’s Multnomah Athletic Club. This signature fundraiser will be the highlight of our 40th anniversary, inviting guests to join us in opening our hearts and raising both our glasses and bidder numbers in celebration of the community that is PRO. progala.org

SOLE SUPPORT is a longstanding series of awareness walks held throughout the region each autumn. More than \$2.5M has been raised in 15 years through the generous support of businesses and individuals committed to its success. **September 12 - Medford | 13 - Bend | 26 - Portland**
October 3 - Vancouver | 4 - Eugene solesupport.org



EDUCATE.INSPIRE.EMPOWER. annual conference will be held **May 9, 2020** in Salem, Oregon. National experts present new findings and best practices to 450 participants, including our 85 support group leaders who actively bring information back into their communities. Special education symposiums will take place in Medford, Eugene, and Bend through June.

OUR REACH 350,000+ impressions: print advertising
150,000+ impressions: web & social media
145,000+ impressions: newsletter & emails

30,000+ impressions: marketing collateral
15,500+ impressions: event collateral
6,000+ impressions: fundraising event durables

2020 ANNUAL PARTNER <i>benefits</i>	Platinum \$50,000 (\$102,250 val.)	Diamond \$30,000 (\$78,000 val.)	Gold \$20,000 (\$55,000 val.)	Silver \$10,000 (\$41,500 val.)
Exhibiting at your choice of walks and conference	6	5	4	3
NEW Presenting partner at Support Group Facilitator networking event	•	<i>call to discuss details</i>		
Premiere recognition in Support Group Facilitator training	•			
Event of your choice presented by Company (<i>conference & gala sold</i>)	Exclusive	•		
Recognition during webinars - recordings available in online library	3	1		
Feature story of support to PRO clients	•	•		
NEW Exclusive recognition as “newsletter sponsor” (only 4 available)	•	•	•	
Priority invitations to be spotlight sponsor at additional events	•	•	•	
Inclusion in sponsored program and event press releases	•	•	•	
Reserved exhibit opportunity for professional networking event	•	•	•	•
Exhibitor at education events in Bend, Eugene, Medford	3	3	2	1
Logo placement on materials for PRO’s three signature events	3	3	2	1
Logo placement on PRO and event websites, social media	•	•	•	•
Ad in quarterly PRO newsletter (13,000 dist)	1/2	1/2	1/4	1/4

SOLD

ALL additional benefits exclusive of *Presented by* outlined in aligned event sponsorships

Gala Ruby Walks Pathway Educate Presents
Gala Ruby Walks Pathway Educate Presents
Gala Gold Walks Pathway Educate Diamond
Gala Crystal Walks Bridge Educate Diamond

*In-kind sponsorships are valued at 50% of the retail value and will be recognized accordingly.



40 YEAR ANNIVERSARY

Celebrate Hope gala

Founded in 1980, Parkinson's Resources is solely focused on bridging the gap to wellness for Oregon and SW Washington's community through inspiration, education, and empowerment. In the past 40 years we have grown from one support group of volunteers to a nationally recognized organization providing the caring shoulder, the strong voice, and the local resources 13,000 households rely on to live well with Parkinson's disease. As we all hope for a cure, PRO will be here as the backbone to the community.

CELEBRATE HOPE will welcome 300 clients, clinicians, advocates, and business and community leaders for an enchanting celebration April 24, 2020 at the Multnomah Athletic Club in Portland, Oregon as we raise a glass to the tremendous accomplishments and care provided over the past 40 years. Celebrate Hope is an elegant opportunity for guests to raise their glasses and bid numbers in celebration of PRO's services. This year we have set a goal of raising \$315,000.

GUEST EXPERIENCE As PRO's signature event, the Celebrate Hope gala offers us an opportunity to introduce new friends to PRO in a festive and sparkly atmosphere. A fantastic lineup of auction packages will be the center of the night; travel is the hot ticket! We will be offering getaways to local and international destinations, priceless experiences, and an abundance regional delights to enjoy. Guests will enjoy socializing and cocktails during our silent auction reception, later adjourning to the MAC's grand ballroom for dinner and live auction.

COMMUNITY VISIBILITY: We value our sponsors and look for ways we can recognize their support through visibility before, during, and after the event. Through partnerships with local media outlets, this includes over 200,000 advertising impressions for top sponsors.

PROGALA.ORG

CELEBRATE HOPE *sponsorship benefits*

SOLD ~~Platinum \$10,000~~ Gold \$7,500 Crystal \$5,000 Sparkle \$2,500

	Platinum \$10,000	Gold \$7,500	Crystal \$5,000	Sparkle \$2,500
Opportunity to welcome guests to event during program	•			
Presenting sponsor mention in all media coverage	•			
Reserved table of 10	•	•		
Premiere listing in all Celebrate Hope marketing materials	•	•		
Inclusion in all gala related press releases	•	•		
Full-color ad shared on PRO social media channels	•	•		
Logo in electronic display at event	•	•	•	
Logo on Celebrate Hope site and social media channels	•	•	List	List
Logo on event materials	•	•	•	List
Listing in PRO newsletter and event emails	•	•	•	•
Table with hosted wine for 10 guests	•	•	•	•
Opportunity to designate representative on planning committee	•	•	•	•

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educate. inspire. empower.

15th annual Parkinson's conference

"Diana's neurologist referred us to Parkinson's Resources of Oregon (PRO) and shortly after we attended their annual conference. In that day we learned more than we ever expected to, quickly understanding that we had a valuable navigational resource as we embarked on this journey. Diana and I immediately dove into all of PRO's offerings."

Gene G., PRO client



Patient and caregiver education and engagement leads to better health outcomes for the individual and their loved ones. In this effort, we provide a host of education empowerment forums designed for those facing Parkinson's daily. These forums are presented in partnership with regional health providers and industry professionals that support our commitment to delivering high-quality education resources for the Parkinson's community. Resources include annual education campaigns, webinars and podcasts, videos and website content, and in-person events.

EDUCATE.INSPIRE.EMPOWER. is the most anticipated educational offering of the year. It is the only conference in the region to bring national and local expert leaders to share new findings and best practice guidelines to patients, family, caregivers, and allied health professionals. Educate.Inspire.Empower. will be held **May 9, 2020** in Salem, Oregon attracting 450 clients intent on connecting with professionals and peers to take home tools and information to live better with Parkinson's.

GUEST EXPERIENCE: Our Educate.Inspire.Empower. conference brings dynamic disease experts to present important topics, while providing peer networking opportunities, and an exhibitor area of industry professionals. PRO will continue to host education events throughout the year and invite you to join us for special forums in Medford, Bend, and Eugene.

EDUCATION *sponsorship benefits*

SOLD
Presenting \$10,000

Diamond
\$7,500

Gold
\$5,000

Silver
\$2,500

	Presenting \$10,000	Diamond \$7,500	Gold \$5,000	Silver \$2,500
Presented by <i>Your Company</i>	•			
Exclusive opportunity to welcome guests during program	•			
Presenting sponsor mention in all media coverage	•			
Inclusion in all conference related press releases	•	•		
Premiere listing in all conference marketing materials	•	•		
Exclusive recognition as speaker, break, <i>or</i> lunch sponsor	•	•	•	
Exhibitor at Medford, Bend, Eugene education events	•	•	•	
Logo on conference web pages and social media channels	•	•	List	List
Logo on event signage and print materials	•	•	•	•
Verbal recognition during event program	•	•	•	•
Exhibit table at Salem conference	•	•	•	•

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Parkinson's
Resources



SOLE SUPPORT is a longstanding series of philanthropic events based on a peer-to-peer platform. Through this model the 1,500 participants tap into their networks of family, colleagues, and friends to sponsor them in this event. Each of the five events culminates in a community celebration with 1k and 5k walks. In the past 15 years, this event has raised \$2.5M through the generosity of corporations and individuals as they **step out on Parkinson's**.

“True story: [just after Vancouver walk] I met a lady today whose husband was diagnosed in 2011 and when I told her my husband was diagnosed in 2005, the first thing she asked (after hugs all around) was ‘Have you heard of Parkinson’s Resources?’ All of which is to say that PRO is deep in our lives and worthy of our support.”
 Janice R, PRO client

GUEST EXPERIENCE: At each event walkers enjoy an afternoon of celebration, gathering together as friends, family, and community in a social setting with music, food vendors, and family-friendly activities, culminating in 1k and 5k walks. Prizes are available for participants who reach fundraising benchmarks, as well as recognition to top fundraisers in each location.

- MEDFORD** September 12, Bear Creek Park
- PORTLAND** September 26, World Trade Ctr
- EUGENE** October 4, Alton Baker Park
- BEND** September 13, Drake Park
- VANCOUVER** October 3, Esther Short Park

UNDERWRITING OPTIONS: In addition to the event sponsorship packages listed below, we also offer underwriting of specific elements to give targeted visibility of your brand, such as kick-off parties, water stations, t-shirts. Call for more information!

SOLESUPPORT.ORG

SOLE SUPPORT <i>sponsorship benefits</i>	Pathway \$10,000	Bridge \$7,500	Gold Medal \$5,000	Petal \$2,500
Presented by <i>Your Company</i>	•			
Opportunity to lead the start of the walk(s)	•			
Corporate banner at registration/check-in area	•			
Feature story of support in email to PRO clients	•	•		
Inclusion in all press releases	•	•		
Inclusion in digital advertisements	•	•	•	
Logo on 2020 event website, social media, t-shirts and signage	•	•	List	List
Logo on print collateral and ads	•	•	•	•
Verbal recognition during event program	•	•	•	•
Listing in PRO newsletter and event emails	•	•	•	•
Recognition on event participant packets	•	•	•	•
Tabling opportunities partner area + two 2020 event t-shirts	5	4	3	2

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"The Movement Disorder Center at Providence Brain and Spine Institute is honored to have a deep and ongoing relationship with Parkinson's Resource. At Providence, we believe Health is a Human Right. That's why we partner with PRO to reach more of our community and share helpful resources, clinical knowledge and provide support to Parkinson's patients as well as their families and caregivers. We are proud to partner and support Parkinson's Resources."

Frank J. Krause, BS, RDCS, FASE
 Senior Director, Providence Brain and Spine Institute Programs &
 Providence Oregon Regional Stroke Center



CONTACT INFORMATION

COMPANY NAME (AS IT SHOULD APPEAR IN ALL MATERIALS) _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT PERSON _____ TITLE _____

EMAIL _____ PHONE _____

ENGAGEMENT LEVEL

Annual Partners

- Platinum
- Gold
- Bronze
- Diamond
- Silver

Single event

- Celebrate Hope gala LEVEL _____
- Educate.Inspire.Empower. conference LEVEL _____
- Sole Support walks LEVEL _____
- Exhibitor table(s) \$1500 ea. EVENT(S) _____

PAYMENT OPTIONS

- Please contact me to discuss setting up our Give or Get*
- Invoice me at the above address
- Enclosed is a check made payable to PRO
- Visa MasterCard AMEX

CARD NUMBER _____ EXPIRATION _____ SECURITY CODE _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

NAME AS IT APPEARS ON CARD _____ SIGNATURE _____

*At least 25% of your Give or Get must be received for benefits to take effect.

THANK YOU, 2019 Annual Partners

