



Sponsor Invitation

ABOUT THE EVENT

Who: 125 –150 Guests

When: 11:30am November 3, 2022

Where: World Forestry Center, Portland OR

ABOUT PRO

Parkinson's Resources (PRO) was founded in 1980 to provide help and support for the PD community in Oregon and SW Washington. PRO is a highly regarded non-profit with a singular focus of improving the quality of life for residents living with Parkinson's by bridging the gap between medical care and holistic wellness. By balancing hope for the future with education and services for today, patients, families, and the healthcare professionals who care for them find necessary support and connection through PRO.

PARKINSON'S DISEASE

More than 1 million people in the US have been diagnosed with Parkinson's disease (PD) – an estimated 25,000 in Oregon & SW Washington. Each year 60,000 additional Americans are diagnosed.

Parkinson's is the second most common neurological disorder. Individuals with the disease may live with the debilitating symptoms for 20 years or more. While PD itself is not considered to be fatal, the Center for Disease Control rated complications from the disease as the 14th leading cause of death. With no cure on the immediate horizon, it is more important than ever that patients and families receive the education and support they need to maximize health, wellness, and plan for the future.

CONTACT

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Executive Director

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WELCOME!

We appreciate you considering sponsorship of Parkinson's Resources' inaugural luncheon, Patterned for Parkinson's. PRO relies on philanthropic events as a major source of revenue, generating 40% of the operating funds for the programs and services offered to those impacted by Parkinson's disease.

We are excited to invite your involvement with many giving and in-kind levels of support.

Guests will enjoy an unforgettable afternoon as we showcase fashion and attire that is functional, fashionable and supportive of independent dressing for people with Parkinson's disease and other movement disorders. **Patterned for Parkinson's, Designs for Independence** will be Thursday, November 3rd. In keeping with our theme we will incorporate a design contest, feature client constituent models on the runway, and highlight inspired fashion and streetwear that showcase stylish and easy solutions to common problems our clients struggle with daily.

PRO is solely dedicated to those facing Parkinson's disease today by bridging the gap between medical care and holistic wellness, providing the community, resources, and inspiration to keep going.

- Peer-led groups provide a safe and confidential place for sharing
- Helpline offers information about PD, local resources, and support
- Patient education offered with several partnering health care systems
- Newsletter with program info, research updates, and tips for wellness
- Licensed staff provide case management, counseling and family support
- Family Caregiver Respite Fund provides support to low income families
- Lunchtime Laboratory webinars created for rural and homebound clients
- Parkinson's specific exercise and wellness classes

With the support of partners like you these programs are offered at NO CHARGE to clients – many of whom may be unable to access the services otherwise. **It is our goal to raise \$75,000 to advance the health and vitality of individuals and families impacted by Parkinson's.**

Please join us in ensuring no one has to face this disease alone.

Holly Chaimov
Executive Director, PRO

Jane Manchee
Patterned for Parkinson's, Chair

Event Overview

The popular image of someone with Parkinson's disease is that of an elderly and very ill person. While that is not an inaccurate portrayal, it omits the reality of a large segment of those with PD. People who may still be in the workforce, moms with busy lives, retirees with travel in mind, and anyone who doesn't want to spend another frustrating 20 minutes struggling just to pull on a pair of trousers or blouse to get dressed!

Parkinson's disease robs people of so much over time. They discover that the life they thought they were going to live takes on a very different trajectory for both them and their care partners. The phrase "living with a new normal" was indicative of lives with PD long before it became popular during the pandemic.

This event is just one step toward preserving dignity and creating options for one of our more personal forms of expression – clothing, fashion and accessories.

Luncheon and Fashion Showcase

Guests will be greeted in red carpet style! From check in to check out—no detail will be left out. Upon arrival, guests will peruse products and wares carefully cultivated for their fashion forward approach to style and dressing with a mobility challenge.

Lunch will be served at intimate tables of 8 while we key up for the video presentations and fashion showcase. Styles selected for the runway will specifically address one of the many challenges of dressing and movement that have been identified by our client constituents. Ensembles will represent a mix of “ready to wear” as well as commissioned pieces.

Each guest will be sent home with ideas for innovation and inspiration for their own daily struggles. Gift bags for each guest will serve as a lasting memento and the program book will highlight sponsors, partners and provide an evergreen resource for clients seeking ongoing resources.

Design Contest

Thankfully, there is a growing interest in developing and marketing designs for all abilities and bodies. We embrace and applaud these advancements while still recognizing that there is much more work to be done – both within the fashion and design community and within our disease community to educate and inspire even greater options.

By introducing a design contest element to our event we will be exposing design and fashion students to a market with special needs and considerations and challenging them to incorporate this audience into their portfolios. With the event itself (Patterned for Parkinson's), as well as our lead up education features, we will be sharing and educating on elements of design that anyone in the movement disorder community can shop for or incorporate into their wardrobe for greater independence.

Key Deadlines

August 15, 2022 inclusion in luncheon invitation

September 1, 2022 inclusion in event materials, program, and signage



Sponsorship Opportunities

Join Parkinson's Resources on the runway as we present *Patterned for Parkinson's, Designs for Independence*. Guests will gather for an elegant luncheon that promises functional couture, inspiring fashion, fresh looks and the opportunity to raise awareness and funds with a goal of \$75,000 to support critical services in the PD community.

Sponsor Benefits	Designer \$10,000	Show Runner \$5,000	Stylist \$2,500	Pattern Maker \$1,750
Presented by <i>Your Company</i>	1 of 2			
Opportunity to welcome guests to event during program	•			
Presenting sponsor mention in all media coverage	Sold!			
Premiere listing in all marketing materials	•			
Feature story of support in email to PRO clients (dist 9,000)	•			
Half page ad in PRO newsletter (dist. 12,000)	•	•		
Inclusion in all press releases	•	•		
Logo on Patterned for Parkinson's website and social media	•	•		
Inclusion in digital advertisements	•	•		
Full page color ad in event program	•	•		
1/2 page ad in event program			•	•
Logo on signage at event	•	•		
Company highlight in email to all event registrants	•	•		
Logo on print collateral and ads	•	•	•	
Verbal recognition during event program	•	•	•	
Listing in PRO newsletter and event emails	•	•	•	
Listing on PRO website	•	•	•	
Quarter page ad in PRO newsletter (dist 12,000)			•	
Listing on event website and social media			•	•
Recognition on event participant packets	•	•	•	•
Invitations for guests, to use or donate	16 seats	16 seats	8 seats	8 seats

Many thanks to our pre-commit sponsors



Additional Underwriting Opportunities

Leverage your company's support with targeted underwriting and day of recognition at *Patterned for Parkinson's*. Underwriting offers exclusive, yet affordable options to promote your company's community involvement and cover specific expenses. This allows more of the funds raised to go directly towards advancing Parkinson's Resources mission.

Please join us in ensuring no one has to face this disease alone.



Lights, Camera, Action

Underwrite our video teasers and short education promotional pieces.

Help us capture and commemorate the special day with photography and social media support.

Design Awards

Encourage and support students and talented designers committed to creating for ALL bodies and abilities!

Cash and in-kind prize and recognitions welcome for design contest participant prizes and material support.

Golden Ticket

Contribute the trip of a lifetime or trip to the mall! Your in-kind contribution for the raffle or online auction will get us closer to our goal.

Ideal for small business, Etsy shops or others wanting to showcase your products or services.

Runway Ready

While each model is a natural beauty, you can provide a boost of confidence on the runway with underwriting support for hair, makeup and stylists to be on site.

Sweet Finish

No Luncheon is complete until the last sweet bite is savored.

Donate dessert for the luncheon or be the hero who underwrites the cost for all.

Gift Bags

Send our guests home with a lasting memento of your participation and support.

Accessories, gifts and other swag (in quantities of 50 or more) will fill swag bags for our attendees.

a La Carte Advertising Options

Full color printing in 200 event programs

Full page ad (six available) \$1,000

Half page ad (12 available) \$500

Quarter page (20 available) \$250

Camera ready art is due by September 1, 2022

INTERESTED IN ONE OF THESE UNDERWRITING OPPORTUNITIES? WE CAN WORK WITH YOU TO CREATE A CUSTOMIZED PACKAGE THAT FITS YOUR COMPANY'S ADVERTISING OBJECTIVES!

