

PARKINSON CANADA



WOMEN FOR PARKINSON'S

FIND YOUR OWN RHYTHM

JUNE 10TH, 2025 @ THE CARLU

PARTNERSHIP OPPORTUNITIES

PARKINSON'S

ABOUT

Parkinson's is the fastest-growing neurological condition in the world, and the rate of increase in Canada outpaces most other countries. In Canada today, over 100,000 people live with Parkinson's and more than 30 people are diagnosed every day.

At Parkinson Canada, people with Parkinson's are at the centre of everything we do. We invest in Parkinson's research focused on treatment, prevention and improving lives, we help to raise voices at all levels of government, and we provide support, resources and information to empower people with Parkinson's to live well.

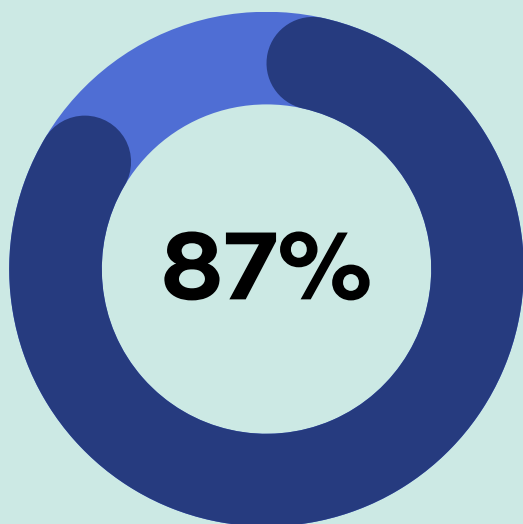
Parkinson Canada is a leading voice of Parkinson's in Canada and is visible in communities and online channels across the country. We're currently in market with an awareness campaign focused on helping people with Parkinson's **live boldly and unapologetically – embracing their unique movements and challenging the stigma that so many face**. The campaign is across all major media outlets and social platforms, and has generated hundreds of thousands of views already. The campaign can be found at www.findyourswagger.ca.



WOMEN FOR PARKINSON'S

ABOUT

Women for Parkinson's is Parkinson Canada's national network of dynamic and influential women, established in 2022. We come together to raise our voices about how women experience Parkinson's and to fundraise for better treatment and research for people with Parkinson's. Together, we have created a powerful community that is making a real difference in the lives of people impacted by Parkinson's – helping them embrace who they are and where they are in their journey, with the right support to help them live well.



reported being 'satisfied' or 'very satisfied' with the 2023 event

“Bravo for putting on such an uplifting and educational event. Look forward to attending next year. Would like to see someone speak about exercise and the impact on slowing the progression of the disease.”

- 2023 event attendee

JUNE 10TH, 2025

JOIN US & EMPOWER LIVING BOLDY

SUMMARY

Be part of the Women for Parkinson's movement and champion funding critical Parkinson's research, while inspiring our community to find their rhythm & live boldly. Women for Parkinson's is hosting a **Music and Movement event: Find Your Own Rhythm on June 10th, 2025 at the Carlu 444 Yonge Street Toronto**. The event will focus on the energy and power of music and dance, and how both can empower people living with Parkinson's to 'find their rhythm' and live well with the condition.

As our event partner, you'll help shape the future of Parkinson's in Canada for women. Women are often under or misdiagnosed with Parkinson's and are more likely to be caregivers to the person with Parkinson's. For these reasons and many more, it's essential to promote awareness, fundraise for critical Parkinson's research for better treatments and inspire a community to live boldly and find their rhythm.

Join us.



WOMEN FOR PARKINSON'S PRESENTS

FIND YOUR OWN RHYTHM

DETAILS

Parkinson Canada invites you to step into the spotlight at our 3rd annual Women for Parkinson's fundraiser, Music and Movement: Find your Rhythm, a unique and exciting "dance party." **The June 10th, 2025, event at the Carlu in Toronto**, with estimated attendance in the low hundreds, will blend the transformative power of music and dance with a mission to help raise awareness and fundraise for critical Parkinson's research. The event promises to be an unforgettable evening, empowering individuals with Parkinson's to live boldly and find their rhythm.

The Power of Music & Dance for people impacted by Parkinson's

Parkinson's causes motor symptoms such as tremors, stiffness, and difficulty with balance and coordination. Music and dance can be a powerful therapeutic intervention. Currently, there are no treatments that stop or slow down the disease; it is only exercise that is known to make a difference. Numerous studies suggest that regular physical activity, including dance, may slow the progression of Parkinson's by improving motor function, and promoting overall brain health.

WHY SPONSOR THIS EVENT?

1

Reach an Influential Audience: Tap into a network of affluent and influential individuals, both at the event and in our Parkinson Canada community. Our event attracts community leaders, philanthropists, and key decision-makers. Your brand will gain visibility among a demographic that values meaningful engagement and supports brands that make a difference.

2

Empowerment and Bold Living: Align your brand with the spirit of bold living and empowerment. By sponsoring the Women for Parkinson's Find your Rhythm, you are championing the confidence and resilience of those living with Parkinson's, helping them to embrace their unique rhythm and live well.

3

Promote Wellness and Self-Expression: Support a cause that promotes wellness and self-expression through the therapeutic power of music and dance. Align your brand with initiatives that enhance quality of life, improve mental health, and foster a sense of community and well-being.

4

Showcase Corporate Social Responsibility: Position your brand as a thought leader in corporate social responsibility reinforcing your brand's image as a leader in making a positive impact.

**Thank you for your considering of sponsoring Women for Parkinson's:
Find Your Own Rhythm to help people impacted by Parkinson's live
well.**

SPONSOR TIERS

Before the Event

Sponsor Level	Presenting Partner (Exclusive)	Champion (Only 4 available)	Bold Explorer	Supporter
Pricing	\$40,000 (1 yr) \$60,000 (2 yr)	\$20,000	\$10,000	\$5,000
Your company logo/website link showcased on a digital lightbox on Parkinson Canada's home page after the launch of a four-page Parkinson Canada feature in Elle magazine in September 2024 in print, digital, & national newsletter. The Elle feature will generate: 1.1M readership, 50K estimated impressions, 13K estimated page views & 89K newsletter subscribers.	●			
Your company name/logo featured on national webinar: "Women & Parkinson's" in 2025. Promotion of webinar reaches 22K subscribers; webinar receives 1,000+ live and recorded views.	●			
Your company name/logo featured in an article written and shared on International Women's Day, reaching our national audience and providing valuable exposure.	●			
Your logo/website link included in Parkinson Canada's digital national newsletter reaching 30K subscribers.	●	●		
Your logo/website link included in the email event invitation to 20K subscribers in Ontario.	●	●		
Your logo featured on the event's registration page.	● top placement	●	●	
Media exposure across social media platforms.	●	●	●	
Ten tickets to the event .	●	●	●	●

SPONSOR TIERS

At the Event

Sponsor Level	Presenting Partner (Exclusive)	Champion (Only 4 Available)	Bold Explorer	Supporter
Pricing	\$40,000 (1 yr) \$60,000 (2 yr)	\$20,000	\$10,000	\$5,000
Opportunity for a company representative to speak at the event.	●			
Your logo on tent cards at all tables and/or booths.	●			
VIP guest experience: Access to an exclusive pre-event reception with key attendees and speakers and two bottles of bubbly.	●			
Promotional ad in the event's program booklet.	● full page	● half page		
Your logo displayed on all distinctive signage on-site signage, banners, slide show.	● top placement	●	●	
Your logo distinctly displayed on the event's program booklet.	● top placement	●	●	●
Opportunity to sample your product: include branded items in the event gift bags.	●	●	●	●

SPONSOR TIERS

After the Event

Sponsor Level	Presenting Sponsor (Exclusive)	Champion (Only 4 Available)	Bold Explorer	Supporter
Pricing	\$40,000 (1 yr) \$60,000 (2 yr)	\$20,000	\$10,000	\$5,000
Your logo & website link included on thank you email to guests.	●	●		
Your logo included in all social media after the event.	●	●	●	



FURTHER INFORMATION

I look forward to speaking with you soon about our partnership. If you have questions please do not hesitate to reach out.

Contact

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**THANK
YOU**



**Parkinson
Canada**

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Charitable Registration No:10809 1786 RR0001