



**Parkinson  
Canada**

# **Sponsorship Opportunities**



**[parkinson.ca](http://parkinson.ca)**

# Parkinson's in Canada



Parkinson's, a complex brain disease, affects over 100,000 Canadians

Canada has one of the highest prevalence rates of Parkinson's in the world



Canada has one of the highest rates of new cases of Parkinson's per year



30 people/day are diagnosed – the number will increase to more than 50 within the decade



Most people are diagnosed at 60+, but 5-10% of those diagnosed are under 40

There are more than 35 Parkinson's symptoms



Symptoms vary – everyone's experience with the disease unique



## What does this mean?

Parkinson's is a complex neurological condition, and ongoing research is essential to better understand its causes, develop effective treatments, and eventually find a cure. Despite the prevalence and impact of Parkinson's, public funding for research and support services is limited. Private support plays a crucial role in filling this gap.

As Parkinson Canada advances its mission, sponsors are invited to join this meaningful journey, standing as key partners in shaping a future free from the challenges of Parkinson's.

# About Parkinson Canada

Parkinson Canada stands as the leading national organization committed to enhancing the lives of those affected by Parkinson's disease.

With a mission rooted in advocacy, education, and support, the organization tirelessly works towards fostering a compassionate and informed community.

## How we do it:

**Advocacy and Support:** Parkinson Canada is a steadfast advocate, championing the rights and well-being of individuals affected by Parkinson's disease, offering unwavering support throughout their journey.

**Cutting-edge Research:** Committed to progress, we lead impactful research initiatives, aiming for breakthrough treatments and a deeper understanding of Parkinson's to shape a more optimistic future.

**Community Connection:** From support groups to tailored resources, we build a resilient community, ensuring that no one faces Parkinson's alone and offering strength and shared understanding.

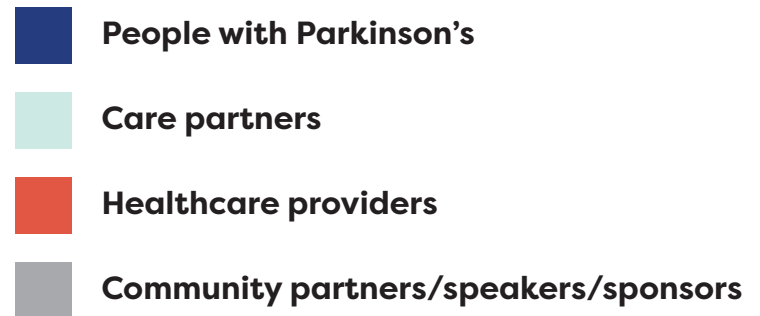
# About Parkinson's IQ + You

Parkinson's IQ + You is a free in-person event hosted by Parkinson Canada in partnership with the Michael J. Fox Foundation. This event empowers people with Parkinson's and care partners by:

- Providing essential tools and knowledge to manage the disease
- Sharing learnings about the latest research
- Connecting them with resources, local partners, and service providers through a Partner Expo



# Our community



96% of the attendees from the 2023 Parkinson's IQ & You event rated the overall event as excellent or very good and would recommend it to a friend.

After attending the 2023 event, the majority of attendees indicated that they are more likely to ask their doctor about new treatment options and opportunities to participate in research.

*"My husband and I received lots of information and answers to questions we had, which led to other questions we have to pose to our primary physician. I had spread the word to others who are interested in this, and I am sharing what I have with them as well as leading them to the proper websites."*

## After attending the event, how much more likely are you to ask a doctor...



If some symptoms you experienced may be related to Parkinson's



About new treatment options



About opportunities to participate in research



0 20% 40% 60% 80% 100%

# Parkinson's IQ + You locations



Parkinson's IQ & You in 2024/2025 will take place in three locations across Canada with an anticipated attendance of 300+ per event:

| City          | Date              |
|---------------|-------------------|
| Winnipeg, MB  | June 1, 2024      |
| Vancouver, BC | November 23, 2024 |
| Ottawa, ON    | Q1 2025           |

**Join us now - your brand can make a significant impact in the movement.**

# Partnership opportunities

## Presenting Sponsor

**\$25,000/event**

- Access to the event (4 tickets)
- Largest logo placement indicating Presenting Sponsor on all collateral
- On-site company name and logo
  - Welcome slides
  - Program handout
  - Breakout session holding slides
  - Event banners/signage
- Company name and logo on event website
- Company name and logo on social media platforms promoting the event
- Company name and logo on Save the Date emails to Parkinson Canada constituents
- A blog article to be written and distributed on a topic of interest. The blog will be promoted across the charity's social media channels and monthly newsletter.
- Company name and logo on post-event blog post
- Post event report with demographic attendee data



# Partnership opportunities

## Gold Sponsor

**\$15,000/event**

- Access to the event (2 tickets)
- On-site company name and logo
  - Welcome slides
  - Program handout
  - Breakout session holding slides
  - Event banners/signage
- Company name and logo on event website
- Company name and logo on social media platforms promoting the event
- Company name and logo on Save the Date emails to Parkinson Canada constituents
- A blog article to be written and distributed on a topic of interest. The blog will be promoted across the charity's social media channels and monthly newsletter.
- Company name and logo on post-event blog post
- Post event report with demographic attendee data



# Partnership opportunities

## Silver Sponsor

**\$10,000/event**

- Access to the event (2 tickets)
- On-site company name and logo
  - Welcome slides
  - Program handout
  - Breakout session holding slides
  - Event banners/signage
- Company name and logo on event website
- Company name and logo on social media platforms promoting the event
- Post event report with demographic attendee data





# Thank you for your consideration. For further details please contact:

Naseem Jamal  
Associate Director, Philanthropy  
Parkinson Canada  
T: 416-227-3377 | E: [naseem.jamal@parkinson.ca](mailto:naseem.jamal@parkinson.ca)

Ko Currie  
Research Funding and Partnerships Manager  
Parkinson Canada  
T: 1-800-565-3000 | E: [ko.currie@parkinson.ca](mailto:ko.currie@parkinson.ca)



**Parkinson Canada**



Reach out today to  
empower Canadians  
impacted by Parkinson's  
to **thrive.**



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