



SPONSORSHIP PACKET



The mission of PASD is to enable those affected by Parkinson's disease to live their best lives through support, resources, and education.



Empowerment Day



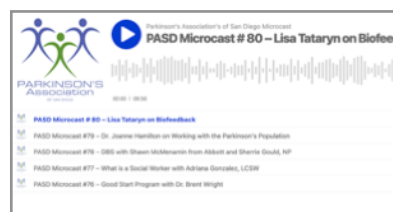
Annual Walk



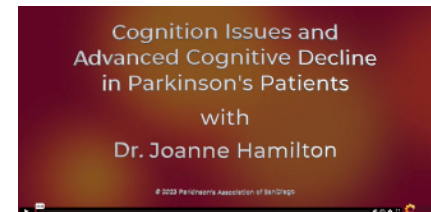
Good Start Program



Mentor Program



Microcast Series



Mental Health Professional Education

Parkinson's Association of San Diego
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SPONSORSHIP OPPORTUNITIES

GENERAL SPONSORSHIP (Page 3)

- Weekly E-Blast and Website

EDUCATIONAL EVENTS (Page 4)

- Empowerment Day (Annual)
- Good Start Program (Three to Four Times per Year)

COMMUNITY AND EDUCATIONAL PROGRAMS (Page 7)

- The Parkinson's Association Mentor Program
- PASD Microcast Series
- Care Partner Training Program
- Support Group Leader Training Program
- Working with People with Parkinson's and Their Families: A Guide for Mental Health Professionals
- Hispanic Initiative

FUNDRAISING EVENT SPONSORSHIPS (Page 12)

- Annual 5K Step by Step Walk
- Annual Golf Tournament

FUTURE OPPORTUNITIES (Page 15)

- DBS Corner

GENERAL SPONSORSHIP

General sponsorship opportunities are presented to companies and organizations that support the San Diego Parkinson’s community and wish to help the Parkinson’s Association of San Diego further its mission.

These opportunities include, but are not limited to:

- Pharmaceutical companies with products related to Parkinson’s disease
- Equipment companies with products related to Parkinson’s disease
- Service companies and organizations that support people living with Parkinson’s

These general sponsorship opportunities include the following benefits and are outside of any sponsorships on specific events and programs.

	Platinum Annual \$10,000	Gold Annual \$5,000	Silver Annual \$2,500	Bronze Annual \$1,500
Logo and link in weekly eblast	Weekly	Monthly	Bi-Monthly	Two times
Video or flyer in weekly eblast *	12 times	6 times	2 times	1 time
Complementary table at Empowerment **	√	√	√	√
Complementary table at the Walk	√	√	√	
Invitation to be on the PASD Microcasts	√	√	√	
Public recognition at Good Start Program	√	√		
Public recognition at Empowerment and the Walk	√			

* Sponsored events for the Parkinson’s community events will be included in eblasts.

** Space permitting.

EDUCATIONAL EVENTS

Empowerment Day

The Parkinson's Association of San Diego's annual Empowerment Day is a day of education and networking for anyone living with Parkinson's, their care partners, friends, and family. The day includes approximately 15 speakers on many topics related to living with Parkinson's.

There is also an expo with approximately 50 vendors and exhibitors. Annual attendance is approximately 500 people.

Title Sponsor – \$15,000 Donation

Listed as the "Title Sponsor" on all event e-blasts, web site and other communications to the PASD's 9,000 e-mail database and the San Diego Parkinson's community. Prominent inclusion of Sponsor's name and logo on all materials and communications for the event and speaker opportunity during opening remarks. Company name on the back of the event t-shirt.

Platinum Sponsor – \$10,000

Listed as the "Platinum Sponsor" on all event e-blasts, web site and other communications to the PASD's 9,000 e-mail database and the San Diego Parkinson's community. Prominent inclusion of Sponsor's name and logo on all materials and communications for the event.

Gold Sponsor – \$5,000 Donation

Sponsor/Exhibitor's name and logo listed on Parkinson's Association of San Diego website, event flyer, booklet, and e-blasts. Prominent exhibitor positioning.

Silver Sponsor – \$2,500 Donation

Sponsor/Exhibitor's name and logo listed on Parkinson's Association of San Diego website, event flyer, and e-blasts.

Bronze Sponsor – \$1,500 Donation

Sponsor/Exhibitor's name and logo listed on Parkinson's Association of San Diego website and in event booklet, inclusion in four e-blasts.

(con't.)

(Empowerment Day sponsorships continued)

Copper Sponsor – \$1,000 Donation

Sponsor/Exhibitor’s name and logo listed on Parkinson’s Association of San Diego website and in event booklet, inclusion in two e-blasts.

Sponsor – \$500 Donation

Sponsor/Exhibitor’s name and logo listed on Parkinson’s Association of San Diego website and in event booklet.



Empowerment Day 5-Year Retrospective Video

Good Start Program

An educational seminar for people with Parkinson's and their caregivers.

The Good Start Program is designed both for recently diagnosed patients and their care partners as well as anyone living with Parkinson's who would like more information about Parkinson's disease. The program provides participants with accurate information and available resources in San Diego County.

The two hour program includes five speakers: a neurologist/movement disorder specialist on the specifics of Parkinson's Disease, a physical therapist on the importance of exercise, a patient advocate on living your best life, a support group leader on community resources, and PASD Executive Director Chris Buscher on the Parkinson's Association resources. There is also a panel Q&A and a brief presentation by the executive director of the Parkinson's Association of San Diego. There is no associated expo at the Good Start Program.

Sponsorship opportunities are customized for these events ranging from inclusion in the online and printed marketing materials, inclusion in the printed program, inclusion on the PowerPoint presentation, and sponsorships of snacks and coffee.

For more information on sponsoring the Good Start Program please contact PASD Executive Director Chris Buscher at 858-999-5671.



Complete Program from July 2023

COMMUNITY AND EDUCATIONAL PROGRAMS

The Parkinson's Association Mentor Program

The PASD Mentor Program was created and developed by the Parkinson's Association of San Diego and provides a service for all people living with Parkinson's in San Diego. This includes those with Parkinson's, their care partners, families, and support team.

The approximately 25 mentors in San Diego are volunteers who are willing to speak with anyone in the community about their journeys with Parkinson's. Each mentor is vetted by PASD and completes an online education program prior to beginning to accept mentees. The education program includes a section on Parkinson's disease, a section on leadership and being a good listener, and a section on being a great care partner.

There is no fee to use the program and no mentors are paid. People seeking a mentor use the website to search the bios of each mentor then contact the mentor directly. The mentor and mentee decide on the parameters of the relationship – phone, Zoom, in person, etc. The Parkinson's Association of San Diego does not manage (or micro-manage) these relationships in any way.

If the mentee is not comfortable using the website to find a mentor, they may call the Mentor line and we will connect them with an appropriate mentor.

The Mentor Program platform was designed to be scalable and we have recently begun offering the program to organizations outside San Diego. We charge a very small monthly fee for use of the service so the program remains budget neutral.

The Mentor Program has become one of the most successful programs PASD has ever created, benefiting both the mentees and the mentors. This is a chance for mentors to give back and mentees to get an honest and impartial listener.

Sponsorship opportunities exist to support the Mentor Program. These opportunities include logos and links on the Mentor Program website, sponsorship of semi-annual mentor meetings, and support to continue to market the program county-wide.

For more information on sponsoring the Mentor Program please contact PASD Executive Director Chris Buscher at 858-999-5671.

[Click Here for the Mentor Program Website](#)

The PASD Microcast Series

The PASD microcasts are short podcasts, generally about 10 minutes each. Listen on our website, or Apple Podcasts, or wherever you get your podcasts.

Sponsorship opportunities are available annually for the complete series or on an episode by episode basis. Sponsors may be interviewed for upcoming episodes.

[Click Here for the Microcast Series](#)



Click the Above Image for the Microcast Series

Care Partner Education Program

Care Partners – The People with Angel Wings

In the journey with Parkinson's care partners are, in many ways, the most critical players. Giving endlessly to those they love, care partners are often overlooked when it comes to support.

In this education and resource program, specifically for care partners, we offer information on Parkinson's disease but, more importantly, guidance for care partners on taking care of themselves.

We encourage all care partners to use this content to help stay educated, stay strong, stay healthy, and always to strive to find the positive in everything.

Sponsorship Opportunities on the Care Partner Education Program include logos and links on:

- Title page in the online classroom
- Individual online chapters
- Website and eblast promotional material

[Click here for the Care Partner Education Program](#)

For more information on sponsoring the Care Partner Education Program please contact PASD Executive Director Chris Buscher at 858-999-5671.



Care Partner Education Promo Video

The PASD Support Group Leader Education Program

Helping You Help Others

Your Parkinson's Association of San Diego Support Group Leader Education Program is divided into three sections:

Parkinson's-specific education...a 17-chapter online program of topics related to Parkinson's. The chapters are audio and video recordings by nurse practitioners, physical therapists, neuro-psychologists, and others. These chapters provide information and talking points about how Parkinson's can affect us on a daily basis. Please remember never to offer, or appear to be offering, medical advice.

Care Partner Education...an 11-chapter online program of topics specifically related to care partners living with or working with people with Parkinson's.

Leadership Training...a 10-chapter online program on communicating as a leader and/or instructor providing classical education techniques and methods that lead to improved communication in a group setting.

We encourage support group leaders to be great listeners, great story-tellers, and great support persons. This program is designed to help with all of that and more.

Sponsorship Opportunities on the Care Partner Education Program include logos and links on:

- Title page in the online classroom
- Individual online chapters
- Website and eblast promotional material

[Click here for the Support Group Leader Education Program](#)

For more information on sponsoring the Support Group Leader Education Program please contact PASD Executive Director Chris Buscher at 858-999-5671.

Working with People with Parkinson's and Their Families: A Guide for Mental Health Professionals

Social Worker, Psychologist, and MFT Education Program

The Parkinson's Association of San Diego, in working with the local movement disorder specialists, has discovered a dramatic need for social workers and family therapists to support the San Diego Parkinson's community. There is currently such a shortage of qualified social workers and psychologists that local neurologists often have no one to refer their patients to.

The Parkinson's Association of San Diego has produced an education program for social workers, clinical psychologists, and marriage and family therapists interested in learning about the intricacies of working with people with Parkinson's, their families, and care partners.

The program includes approximately six hours of online course material and offers six CE units. On completion of this course, mental health professionals who wish to be listed on the PASD website will have a link for referrals from people with Parkinson's and their movement disorder specialists.

Sponsorship opportunities include:

- Title or supporting sponsorship of the online course
- Program sponsorship on the social worker/psychologist listing page

For more information on sponsoring the Social Worker / Psychologist Education Program please contact PASD Executive Director Chris Buscher at 858-999-5671.

[Online Course Link at the Zur Institute \(includes CE Units\)](#)

[Online Course Link on the PASD Website \(does not include CE Units\)](#)

Hispanic Initiative

We have created a new and completely separate Parkinson's Association of San Diego website in Spanish. This new website includes programs and events for our Spanish-speaking Parkinson's community, links to our Spanish-speaking mentors, Spanish microcasts, contact info for Lisbeth Garces, our Hispanic Community Liaison, and much more. Sponsorship opportunities exist for the Spanish website and various events and programs produced in Spanish

[Click Here for PASD's Spanish Website](#)

FUNDRAISING EVENT SPONSORSHIPS

Annual 5K Step by Step Walk Generally in April

Title Sponsorship – \$15,000 Donation

- Inclusion of Sponsor's name and logo on PASD website, e-blasts (these go to 9,000 individuals), flyer and other communications for the event .
- Opportunity to provide a two minute video promoting Sponsor's product(s) or philosophy/mission and support of PASD, included on website and in two e-blasts.
- Opportunity to provide a one page overview of the Sponsor's product(s) for posting on our website and in dissemination two e-blasts. Also, please provide a two sentence summary of the one-page.
- Twenty (20) free entries to the WALK
- Prominent location of one 3x6 table/ 2 chairs in the Exhibitor area

Platinum Sponsorship – \$10,000 Donation

- Inclusion of Sponsor's name and logo on PASD website, e-blasts (these go to 9,000 individuals), flyer and other communications for the event.
- Opportunity to provide a one minute video promoting Sponsor's product(s) or philosophy/mission and support of PASD, included on website and in two e-blasts.
- Opportunity to provide a one page overview of the Sponsor's product(s) for posting on our website and in dissemination in one of our e-blasts.
- Ten (15) free entries to the WALK
- Prominent location of one 3x6 table/ 2 chairs in the Exhibitor area

Gold Sponsorship – \$5,000 Donation

- Inclusion of Sponsor's name and logo on PASD website, e-blasts (these go to 9,000 individuals), flyer and other communications for the event.
- Opportunity to provide a one minute video promoting Sponsor's product(s) or philosophy/mission and support of PASD, included on the PASD website.
- Opportunity to provide a one page overview of the Sponsor's product(s) for posting on our website.
- Ten (10) free entries to the WALK
- Prominent location of one 3x6 table/ 2 chairs in the Exhibitor area

Silver Sponsorship – \$2,500 Donation

- Inclusion of Sponsor's name and logo on PASD website, e-blasts (these go to 9,000 individuals), flyer and other communications for the event from now until the event date.
- Opportunity to provide a one page overview of the Sponsor's product(s) for posting on our website and in dissemination in two of our e-blasts.
- Five (5) free entries to the WALK
- One 3x6 table/ 2 chairs in the Exhibitor area

Bronze Sponsorship – \$1,500 Donation

- Inclusion of Sponsor's name and logo on PASD website, e-blasts (these go to 9,000 individuals), flyer and other communications for the event.
- Two (2) free entries to the WALK
- One 3x6 table/ 2 chairs in the Exhibitor area

Copper Sponsorship – \$1,000 Donation

- Inclusion of Sponsor's name and logo on PASD website, e-blasts (these go to 9,000 individuals), flyer and other communications for the event.
- Two (2) free entries to the WALK
- One 3x6 table/ 2 chairs in the Exhibitor area

Sponsor – \$500 Donation

- Inclusion of Sponsor's name and logo on PASD website, e-blasts (these go to 9,000 individuals), flyer and other communications for the event.
- One 3x6 table/ 2 chairs in the Exhibitor area

Not for Profit Sponsor – \$500. A Walk Team is encouraged in lieu of a donation.

- Listing on our website as a WALK Supporter
- One 3x6 table/ 2 chairs in the Exhibitor area

NOTE – Absolutely no fundraising allowed.



2023 Step By Step Video



Title Sponsor: \$15,000

- Recognition as “Annual [Company Name] Charity Golf Tournament”
- Two foursomes
- Hole sponsorship
- Logo on all event signage & banners
- Social media promotion leading up to event
- Premier hole placement
- Speaking opportunity at dinner reception
- Representation on hole sponsorship
- Ten dinner tickets

Gold / Golf Ball Sponsor: \$5,000

- Logo on event golf balls
- Logo on signage and program
- Two foursomes
- Eight dinner tickets

Bronze Sponsor: \$1,500

- One foursome
- Recognition on social media
- Logo and link on partner page
- Hole sponsorship
- Four dinner tickets

Platinum Sponsor: \$10,000

- Logo on all event signage and banners
- Marketing recognition leading up to event
- Representation on hole sponsorship
- Special day-of recognition
- Premier hole placement
- Two foursomes
- Hole sponsorship
- Ten dinner tickets

Silver Sponsor: \$2,500

- One foursome
- Recognition on social media
- Logo and link on partner page
- Product placement in golf carts
- Hole sponsorship
- Four dinner tickets

Copper: \$1,000

- Hole sponsorship
- Sign on hole
- Recognition on social media
- Two dinner tickets



2022 Golf Video

FUTURE OPPORTUNITIES

DBS Corner

Upcoming is a complete reference section on our website about DBS. This will be information from DBS clinicians – movement disorders specialists and advanced practice providers, manufacturers of DBS systems, and people with Parkinson's who have DBS and are considering DBS.

Sponsorship opportunities exist for all parts of the development of this much-needed information.

Speakers Bureau

This is a new initiative. We have created an online Speakers Bureau so groups can research and contact those of us who are willing to talk on all topics related to Parkinson's. Some speakers are also available on a last minute basis.

Sponsorship opportunities are available to sponsor the Speakers Bureau and to assist in non-profit organizations to pay stipends to speakers.

CONTACT US FOR MORE INFORMATION

For more information on all sponsorship opportunities please contact PASD Executive Director Chris Buscher at 858-999-5671 or info@parkinsonsassociation.org.

