



PEDALING 4 PARKINSON'S

Sponsorship Opportunities



BENEFITING:



**THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH**

About Pedaling 4 Parkinson's

“An Exemplary Event”

- The Michael J. Fox Foundation

P4P is by far the largest Team Fox donor in Colorado

PEDALING 4 PARKINSON'S is a charity bicycle ride and Expo in the Denver area that benefits people living with Parkinson's disease and those searching for a cure. The event is expected to draw more than 500 people, including 300 riders. Located in Lone Tree's Sweetwater Park, the Expo will include sponsors' exhibits, food, live music, and other activities for all ages. After more than ten years, "P4P" has become one of Colorado's favorite rides.

VIRTUAL RIDE: The P4P virtual ride debuted in 2020 as a way to continue fundraising amidst COVID-19. Due to the huge success of it (over 350 cyclists worldwide) P4P-VR will continue, allowing people to support the cause from wherever they are, riding their own routes.



THE CAUSE: Parkinson's disease affects millions of people worldwide, and nearly 17,000 people here in the Rocky Mountain region. If you don't know someone with Parkinson's, someday you likely will. Dramatic progress is being made by researchers looking for a cure and those working to mitigate the disease's devastating symptoms. This progress depends on your support. Sponsorship of events like P4P has an amazing multiplier effect: In our ride's history, total sponsorship funding has generated over five times that amount in donations.

BENEFITS OF SPONSORSHIP: Pedaling 4 Parkinson's strongly believes in publicly thanking those who make this event possible, and we welcome your presence at the EXPO. Depending on level of support, your name will appear on signage, t-shirts, social media, websites, and other collateral. Your employees are encouraged to participate, as riders or as volunteers. With the tandem-bike component to The Ride this year, we're expecting significant media coverage as well

Please consider **Joining the Fight** and contributing to this unique event bringing together all who are affected by Parkinson's Disease.

Event Details

DONATIONS: 100% of rider donations will be donated to The Michael J. Fox Foundation for Parkinson's Research.

SPONSORSHIPS: Sponsor contributions will offset the direct costs of the ride. Sponsors are encouraged to build a team to ride P4P.

RIDERS: Each rider agrees to raise \$150 in donations, in addition to the registration fee.

3 4 FIGHTING PARKINSON'S: Presented by 3 4 Fighting Parkinson's, a 501(c)(3) non-profit organization. All necessary documentation will be provided to support sponsors' tax deductible contribution.

WHO WE ARE: 3 4 Fighting Parkinson's is dedicated to supporting people living with Parkinson's Disease and those searching for a cure. The organization was founded by three Denver-area women, each of whom knows how Parkinson's affects the lives of our loved ones. We have no paid employees, and are proud "Team Fox" members, working with The Michael J. Fox Foundation to find a cure. Please consider this opportunity to **JOIN THE FIGHT!**

FOR MORE INFORMATION: To learn more about Parkinson's and how you and your organization can **Join The Fight**, visit www.Pedaling4Parkinsons.org, or contact us directly: 888-548-3002 info@Pedaling4Parkinsons.org



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

The Michael J. Fox Foundation is dedicated to finding a cure for Parkinson's disease through an aggressively funded research agenda and to ensuring the development of improved therapies for those living with Parkinson's today.

Sponsorship Levels

Under \$500 or in-kind

All Sponsors providing funding or any in-kind materials will be identified in the sponsor section of our website homepage (with a link to your website), on event-day signage, social media, and on T-shirts.*

EXPO \$500

All benefits above, plus:

- Presence of your booth/canopy at the EXPO, which may include your signage, representatives, and informational materials.
- Your logo on our fundraising page, and each rider's fundraising page.

EARLY SPONSOR BONUS: waived registration fee for two riders.**

SILVER \$1500

All benefits above, plus:

- Additional Publicity: Identification on posters and postcards.*
- Employee Support: Waived registration fee for up to ten company employees participating in The Ride (riders must still raise \$150 each in donations).

EARLY SPONSOR BONUS: 10' X 10' canopy for your display at EXPO.**

GOLD \$3000

All benefits above, plus:

- Additional Publicity:
 - Inclusion in any radio and other media advertising.*
 - Prominent display on our website Home Page.
 - Your name and/or logo on all signage, postcards, and T-shirts.*
- Employee Support:
 - Waived registration fee for all company employees participating in The Ride (riders must still raise \$150 each in donations).

• Booth/Canopy:

- We will provide a 10' X 10' canopy for your display at the EXPO.

EARLY SPONSOR BONUS: customized collateral with your logo.**

TITLE \$20,000

All of the above, plus customized deliverables designed to maximize sponsor's benefit. For example, we can set up displays at your company facilities to publicize your sponsorship to employees and customers, as desired. Event naming rights included at \$20,000 level, e.g., "ABC Co.'s Pedaling 4 Parkinson's"

*Inclusion of Sponsors on signage, T-shirts, radio and other media advertising is contingent upon receipt of sponsor donation prior to various print and/or media deadlines.

**EARLY SPONSOR BONUS: Sponsorship funds must be received by February 28th.

Join The Fight!



P4P reaches hundreds of people every year, giving hope and encouragement as they face the daily challenges of the disease.

Please help us reach our goal of \$100,000!

SELECT YOUR SPONSORSHIP LEVEL:

<input type="checkbox"/> Under \$500 or in-kind	<input type="checkbox"/> EXPO \$500	<input type="checkbox"/> SILVER \$1500	<input type="checkbox"/> GOLD \$3000	<input type="checkbox"/> TITLE \$20,000
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- By signing below, we agree to sponsor Pedaling 4 Parkinson's, at the level indicated above.
- Payment is due fourteen days after date below, unless specified otherwise.
- Inclusion of Sponsors on signage, T-shirts, radio and other media advertising is contingent upon receipt of sponsor donation prior to various print and/or media deadlines.
- **EARLY SPONSOR BONUS:** Sponsorship funds must be received by February 28.

SIGNATURE

DATE

NAME & TITLE

COMPANY