

2024 APDA WI SPONSORSHIP PROPOSAL

Parkinson's Half Marathon, 5K & more!

Saturday, April 13, 2024
Bakken Park, Cottage Grove, WI



CONTACT

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Parkinson's Half Marathon, 5k, & More!

APDA Wisconsin branch's biggest yearly fundraising event offers a Half Marathon, and 5k runs, one-mile walk, and a kid's run. People travel from all over Wisconsin and beyond to meet up with their friends and families to support our PD community. We highly encourage participants to form teams -- a great way to get employees and others involved! This will be the 11th anniversary of our in-person race event, which was founded by the Bob Nasset family in 2012. To date, this family fun-filled event has raised more than \$400,000 for the Wisconsin Chapter of the American Parkinson Disease Association (APDA). This year visitors and participants can enjoy a hot breakfast including coffee, hot cocoa, and beer. Participants will also receive an event t-shirt, a race bib and a medal. Winners in each age category will receive a trophy. The Start/Finish line will be at Bakken Park where the shelter and playground are available to us. Runners will still traverse down the Glacial Drumlin State Trail.

Join us for a family fun day filled with inspiration, hope, and a great sense of community! Every dollar raised makes an important difference.

Event Schedule

Saturday, April 13th, 2024

Bakken Park - Cottage Grove, WI

Half Marathon - 8:00AM

5K Run - 10:00AM

1 Mile Walk - 10:00AM

Kids Fun Run - 11:15AM

Event Social Wristband - 9:30AM - 12:30PM

Register online at:

[runsignup.com/Race/WI/CottageGrove/
ParkinsonsHalfMarathon5kand1MileWalk](https://runsignup.com/Race/WI/CottageGrove/ParkinsonsHalfMarathon5kand1MileWalk)



Your Sponsorship Dollars at Work



Funds raised at the 2024 event will assist the Wisconsin Parkinson community with patient resources such as exercise and educational programs, support groups, and financial resources. The APDA Wisconsin Chapter is a 501(c)3 organization, and all donations are tax deductible.

APDA Mission & Vision

Every day, we provide the support, education and research that will help everyone impacted by Parkinson's disease live life to the fullest.

About APDA Wisconsin

Since 2005, APDA Wisconsin has been a source of education and support for the more than 20,000 Wisconsinites living with Parkinson's disease. With support groups throughout the state, exercise classes and programs, grant opportunities for families struggling with the financial implications of PD, an annual educational symposium, and more, APDA Wisconsin provides unshakeable support, close to home.

About APDA Nationally

The American Parkinson Disease Association (APDA) is the largest grassroots network dedicated to fighting Parkinson's disease (PD) and works tirelessly to help the more than 1 million Americans with PD live life to the fullest in the face of this chronic, neurological disorder. Founded in 1961, APDA has raised and invested more than \$170 million to provide outstanding patient services and educational programs, elevate public awareness about the disease, and support research designed to unlock the mysteries of PD and ultimately put an end to this disease.

New Study Indicates that New Cases of Parkinson's Disease are 50% Higher than Past Estimates

- There are 90,000 new diagnoses of Parkinson's disease every year
- Every 6 minutes there is a new Parkinson's disease diagnosis
- 240 people diagnosed with Parkinson's disease on average per day
- Approximately one million people in the U.S. are living with PD
- Approximately 10% of Parkinson's disease diagnoses occur before age 50
- Onset of Parkinson's disease commonly occurs between ages 55-65

Old Estimate = 60,000 new diagnoses of PD annually

New Estimate = 90,000 new diagnoses of PD every year



GREYWOLF

— FOUNDATION, INC. —

The Greywolf Foundation is a 501(c)(3) private charitable organization based in Cottage Grove, WI whose purpose is to provide resources to assist people and entities in need, increase their opportunities for success, and better their communities. Since its creation in 2021, the Greywolf Foundation has given over \$200,000 in support to over 80 different local charitable organizations and efforts. Full information on the Greywolf Foundation is located at www.GreywolfFoundation.org

As part of its mission to Impact Communities & Improve Lives, the Greywolf Foundation is proud to support the APDA in its fight against Parkinson's Disease by helping with the operation and promotion of the APDA WI Half Marathon, 5K & More.



bb Jack's

Cottage Grove

BB Jack's Cottage Grove, a family-friendly restaurant, sports bar, and arcade located less than 3 miles from Bakken Park, will host pre- and post-race activities associated with the APDA Half Marathon, 5K & More. The entire event weekend will feature live music, giveaways, and special discounts and opportunities to raise funds toward the fight against Parkinson's Disease.

For information on sponsorship opportunities at BB Jack's Cottage Grove during the APDA Half Marathon, 5K & More Weekend, please contact Andrew Haring at andrew.haring@greywp.com



Support Level	Platinum *ONLY 1 SPOT AVAILABLE	Gold	Silver	Bronze
	\$5,000	\$2,500	\$1,500	\$750
Pre-Event Recognition & Benefits				
Premier color logo placement on back of race participant and volunteer shirts.	⊙			
Placement on back of race participant and volunteer shirts.		Large Logo	Small Logo	Name
Placement on local printed materials (event poster, brochure/registration form)	⊙	⊙	⊙	
Local social media mentions	No Limit	At Least 3	At Least 2	
Inclusion local press release and media alert	⊙	⊙	⊙	
Use of Parkinson's Half Marathon & 5k logo	⊙	⊙	⊙	⊙
Event Day Recognition & Benefits				
Featured recognition on event signage and during program announcements with speaking opportunity during event	⊙			
Exclusive, premium exhibit space (10x10 or larger tent/booth) at event with opportunity to distribute premiums to participants and interact with your target audience. Pipe and drape available upon request.	⊙			
Featured exhibit space (larger tent/booth) at event with opportunity to distribute premiums to participants and interact with your target audience. Pipe and drape available upon request.		⊙		
Exhibit space (6' table) with opportunity to distribute premiums to participants and interact with target audience			⊙	
Ability to provide materials for distribution at Friends of APDA table (shared table)				⊙
Recognition on event signage and during program announcements (size of logo depends on sponsor package)	⊙	⊙	⊙	⊙
Social Event Wristbands supplied	8	6	4	2
Post-Event Recognition & Benefits				
2024 Event Title Sponsor first right of refusal	⊙			
Mention in local post-event communications and thank you material	⊙	⊙	⊙	⊙

Additional Options



VIP Mile Marker (\$250) - Name/Logo Signage at key race locations & 2 Event Social Wristbands

Mile Marker (\$100) - Name/Logo Signage along race course

2024 Parkinson’s Half Marathon, 5K & More Sponsorship Commitment Form

DETAILS

- Select Your Package:
- Platinum Sponsor *1 spot only
 - Gold Sponsor
 - Silver Sponsor
 - Bronze Sponsor
 - VIP Mile Marker
 - Mile Marker
 - Other:

* In-kind product donation of: With a value of: \$.....

Company:

Contact Name:

Address:

City, State, Zip:

Phone: Email:

Website:

Company Signature:

Printed Name & Title:

APDA Signature:

Printed Name & Title:

Thank you for your commitment to sponsoring the Parkinson’s Half Marathon, 5k & more and helping APDA create a better future for those living with Parkinson’s disease!

Please email or mail this form to:

Email: andrew.haring@greywp.com

Greywolf Foundation
Attn: Andrew Haring
1609 Landmark Drive, Suite 106
Cottage Grove, WI 53527



For additional details call: (608) 460-8688