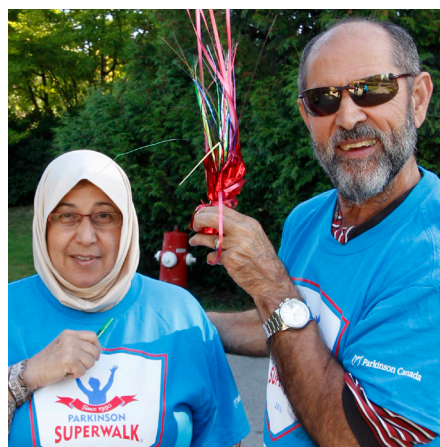


# PARKINSON SUPERWALK®

## COMMUNITY SPONSORSHIP



## PARKINSON SUPERWALK

Parkinson SuperWalk is the single most important awareness and fundraising event for Parkinson Society British Columbia and the event licensor, Parkinson Canada. This year, communities across the country will organize walks during the weekend of September 7 & 8 to raise money for research and support services through individual pledges and corporate sponsorships.

## WHY SUPPORT SUPERWALK?

Involvement in SuperWalk offers your company or organization the opportunity to make a significant impact in the lives of people living with Parkinson's in BC. In addition to this, it is a valuable community engagement opportunity.

The Lower Mainland, Okanagan, and Vancouver Island are our primary areas for fundraising and participation in SuperWalk; however, the event occurs in more than 15 communities across the province, as well as virtually. The demographic profile of our typical walk participant is female, 65 years old and older.

## LOCATIONS

In 2024, Parkinson SuperWalk is scheduled to be held in the following communities:

100 Mile House	Comox Valley	New Westminster	Richmond - Virtual
Abbotsford	Kamloops	Oliver - Virtual	Vancouver
Burnaby - Virtual	Kelowna	Parksville/Qualicum Beach	Vernon
Castlegar	Langley - Virtual	Pitt Meadows/Maple Ridge	Victoria
Chilliwack	Nanaimo	Prince George	White Rock/Surrey

## WHY YOUR SUPPORT IS CRITICAL

Parkinson's disease (PD) is a life-altering, progressive neurological disorder. It affects approximately 17,500 British Columbians<sup>1</sup> and over 100,000 Canadians<sup>2</sup>. It is possible that genetics and the environment work together to cause Parkinson's. While Parkinson's symptoms can be managed through medications and exercise, many people live between the daily extremes of constant involuntary movement to not being able to move at all as the disease advances. There is no cure.

Although millions of dollars are raised around the world to find a cure, individuals who are affected by this disease need help now – help to understand the disease and its impact, as well as help to learn how to cope on a daily basis.

1 2019/2020 Statistics from The Ministry of Health

2 2008 Statistic from The Ministry of Health

## YOUR SUPPORT IS LIFE CHANGING

Established in 1969, Parkinson Society British Columbia (PSBC) is a not-for-profit organization that exists to empower the Parkinson's community in British Columbia through providing resources and services to enable self-management, self-reliance, and self-advocacy.

The generosity of donors allows PSBC to serve the Parkinson's community by:

- **Advocating for important issues.** Due to a PSBC-led, patient-driven advocacy campaign, the Ministry of Health in British Columbia has hired a second neurosurgeon who will specialize in performing Deep Brain Stimulation (DBS) surgery. This important measure addresses the long waitlist and enhances quality of life for individuals with Parkinson's disease.
- **Expanding holistic care for those affected by Parkinson's.** Our support for allied healthcare professional (AHCP) pilot projects, emphasizing a multi-disciplinary approach, has led to enhanced Parkinson's treatment while alleviating strain on the healthcare system. As a result of our strategic initiative to fund these projects, both the Interior and Island Health Authorities have committed to budgeting for the continued funding of the AHCP roles.
- **Supporting local research.** PSBC continues to invest in research through ongoing funding partnerships with Parkinson Canada and the Michael Smith Foundation for Health Research.
- **Providing education and support from leading authorities via workshops, conferences, webinars, and community talks.** We will continue to increase the number of webinars and in-person events we offer this year, which bring together Parkinson's experts and members of the community for education, inspiration, and motivation. The Society also employs a part-time neuro physiotherapist, who leads a wide variety of popular, online, and free exercise classes.
- **Increasing access to Parkinson's-specific therapies and services.** In 2021, we launched a virtual physiotherapy service with our neuro physiotherapist. For people meeting certain criteria, this service is available free of charge. And in 2022, the Society also hired a new Healthcare Navigator to help people with Parkinson's navigate the complexities of the healthcare system.
- **Reminding people touched by Parkinson's disease that they are not alone.** PSBC coordinates a provincial network of over 50 support groups for people with Parkinson's and their carepartners. Additionally, PD Connect® provides healthcare professionals with the tools to refer people with Parkinson's, and their families, to support services available through PSBC.
- **Counselling.** The Society provides a free, short-term, and confidential counselling service for people with Parkinson's and their loved ones. Due to an increasing demand, we have extended the availability of this service from two days per week, to five days per week.
- **Communicating the latest information** on research, medication, caregiving, nutrition, special events, conferences, and other relevant topics to members of the Parkinson's community. PSBC does this through regular website updates; social media posts viewed by more than 3,000 unique followers; Viewpoints, our quarterly magazine available in print and web formats; emails to 8,000 addresses in British Columbia; and more!

**PARKINSON**  
**SUPERWALK**®

## COMMUNITY PARTNERS

The following are the different levels of community partnerships available:

**COMMUNITY SUPERSTAR**      \$750-\$1000 (cash sponsor or in-kind donation)

- Printed name included on podium signage at local SuperWalk\*
- Opportunity to provide promotional materials for display (brochures/leaflets) at local walk\*\*

**COMMUNITY CONTRIBUTOR**      \$250-\$749 (cash sponsor or in-kind donation)

- Printed name included on podium signage at local SuperWalk\*
- Opportunity to provide promotional materials for display (brochures/leaflets) at local walk\*\*

\* subject to order and print deadlines - name must be provided to community sponsorship coordinator for recognition by July 15, 2024.

\*\* space and venue permitting.

**Gifts with a value of less than \$250 are greatly appreciated. In most cases, the gifts that fall into this category are for day-of raffle prizes, door prizes, or giveaways. In these cases, companies will be recognized on signage held at the raffle/door prize table or similar set-up.**

## Thank You

Thank you for considering this invitation to partner with Parkinson Society British Columbia through Parkinson SuperWalk sponsorship. We greatly appreciate your consideration and hope that you will support us in 2024.

We look forward to speaking with you.

For more information, please contact the community sponsorship coordinator at:

Parkinson Society British Columbia  
Charitable Business Number 11880 1240 RR0001

Parkinson SuperWalk in British Columbia is being operated by Parkinson Society British Columbia under license of Parkinson Canada.

***For cash and in-kind donations of \$1000+***, additional levels of acknowledgement are available. For more information regarding these levels of acknowledgement, please contact:

Events Team

[events@parkinson.bc.ca](mailto:events@parkinson.bc.ca)

604-662-3240 | 1-800-668-3330