THE PARKINSON’S EXPO
EDUCATE • ENGAGE • EMPOWER
PRESERVED BY

SPONSORSHIP OPPORTUNITIES
SATURDAY, APRIL 14, 2018
ROBARTS ARENA, SARASOTA, FL
941-926-6413 • NEUROCHALLENGE.ORG/EXPO
Dear Parkinson’s Community Partner,

In response to the increased demand for programs and services for the Parkinson’s community, Neuro Challenge Foundation for Parkinson’s will hold the inaugural PARKINSON’S EXPO on April 14, 2018 at Robarts Arena in Sarasota, FL.

The Parkinson’s Expo will be a day-long event designed to educate, engage and empower the Parkinson’s community. It will comprehensively address the needs of people with PD and their caregivers by offering high-quality, important information presented by nationally renowned experts in the field. The Expo will also feature product demonstrations, an inspirational speaker, and a myriad of resources to help people live well with PD today.

The Expo will be widely marketed to Parkinson’s communities in central and southwest Florida and is expected to attract more than 1,500 attendees. There will be no charge to attend the Expo, thanks to the generous support of our partners and sponsors — like you.

We hope you will consider partnering with Neuro Challenge to support the Parkinson’s community at the Parkinson’s Expo. Space is extremely limited. Only 35 sponsorship opportunities that include an exhibitor table are available. Please visit our website (neurochallenge.org) for more information and do not hesitate to contact us with any questions.

Kathie Musto
Neuro Challenge Foundation for Parkinson’s
Board Chair

Robyn Faucy
Neuro Challenge Foundation for Parkinson’s
Executive Director

ABOUT NCF

Neuro Challenge Foundation for Parkinson’s (NCF) is a non-profit organization that originated in Sarasota in 2008. As we approach our 10th anniversary, we now provide more than 30 monthly educational and support programs to people with Parkinson’s and their caregivers in Sarasota, Manatee, Charlotte and South Pinellas counties. In addition, we offer individualized care advising and community resource referral services.

NCF serves more than 2,000 people annually and co-produces one of the country’s largest annual Parkinson’s Symposia. That event attracted more than 800 attendees this past January with minimal local marketing efforts. The demand for information and support continues to grow, and we frequently receive inquiries for services outside of our current four-county service area.
OBJECTIVES

The primary objective of the Parkinson’s Expo is to Educate, Engage and Empower the Parkinson’s community. That will be achieved by providing information or presentations on the following:

- The non-motor aspects of Parkinson’s
- Medication and treatment options
- The importance of movement therapies
- Preparing for the challenges of advanced PD
- Assistive device and technology demonstrations

The PE will also connect participants with valuable resources and provide an opportunity for participants to socially engage with others in the Parkinson’s community.

Any sponsorship proceeds in excess of the PE expenses will be used to fund year-round, ongoing support for people with Parkinson’s and their caregivers in the host community and surrounding areas.

PROMOTIONAL EFFORTS

The Parkinson’s Expo will be promoted throughout Sarasota, Manatee, Charlotte, Desoto, Lee, Collier, Highlands, Hardee, Pinellas, Hillsborough, Polk, and Orange Counties in the following manners:

- Distribution of at least 10,000 event flyers to more than 200 physician offices, hospitals, and community partners.
- Print advertising in the following Observer Media Group publications: Longboat, Sarasota, East County, Siesta Key, West Orange, Winter Park/Maitland and Windermere Observers and the Business Observer in Sarasota, Manatee, Charlotte, Lee, Collier, Pinellas, Hillsborough, Polk, and Orange Counties. See Observer Network Reach document included in the packet.
- Digital advertising in all Observer Media Group properties. See Observer Network Reach document included in the packet.
- Inclusion in each community’s newspaper’s calendar of events.
- Email announcements by Neuro Challenge Foundation and partner organizations to reach over 10,000 people.
- Postcard “save the date” mailer to at least 5,000 people with Parkinson’s, caregivers, neurologists, community partners and other healthcare professionals.
- Call for registration mailer to at least 3,000 people with Parkinson’s, caregivers, neurologists, community partners and other healthcare professionals.
- Promotion at more than 30 monthly NCF programs in Manatee, Sarasota, Charlotte and South Pinellas Counties.
SPONSORSHIP OPPORTUNITIES

Space is limited to 35 sponsors at the following levels

Exclusive Presenting $25,000
- Most prominent logo placement in all forms of recognition
- Company logo on event flyers to more than 200 physician offices, hospitals, partners
- Company logo in four half-page ads in the following Observer Media Group publications: Longboat, Sarasota, East County, Siesta Key, West Orange, Winter Park/Maitland and Windermere Observers and the Business Observer in Sarasota, Manatee, Charlotte, Lee, Collier, Pinellas, Hillsborough, Polk, and Orange Counties. See Observer Network Reach document included in the packet
- Opportunity to introduce one of the PE speakers (chosen by NCF)
- Branded promotional item included in participant bag (must be approved by NCF)
- Company flyer included in participant bag (maximum size 8.5 x 11 and must be approved by NCF)
- Use of speaker’s lounge
- Company logo on transition slides
- Company logo on stage signage
- Company logo in email announcements
- Full page, back cover ad in the PE 2018 program
- Company logo included on PE webpage
- First choice of exhibitor table – 8 ft (deadline October 6, 2017)
- First right of refusal for sponsorship level, not amount, for 2019 PE
- Company logo on event signage
- Recognition in the sponsorship packet for PE 2019
- Use of phrase “(your company name) Supporter of the PE 2018” on corporate materials until April 30, 2018 (subject to approval by NCF)

Diamond $15,000 – Limited to 2
- Prominent logo placement in all forms of recognition
- Company logo on event flyers to more than 200 physician offices, hospitals, partners
- Company logo in four half-page ads in the following Observer Media Group publications: Longboat, Sarasota, East County, Siesta Key, West Orange, Winter Park/Maitland and Windermere Observers and the Business Observer in Sarasota, Manatee, Charlotte, Lee, Collier, Pinellas, Hillsborough, Polk, and Orange Counties. See Observer Network Reach document included in the packet
- Opportunity to introduce one of the PE speakers (chosen by NCF)
- Branded promotional item included in participant bag (must be approved by NCF)
- Company flyer included in participant bag (maximum size 8.5 x 11 and must be approved by NCF)
- Use of speaker’s lounge
- Company logo on transition slides
- Company logo on stage signage
- Company logo in email announcements
- Full page ad, inside front or inside back cover, in the PE 2018 program
- Company logo included on PE webpage
- Second choice of exhibitor table – 8 ft (deadline October 6, 2017)
- First right of refusal for sponsorship level, not amount, for 2019 PE
- Company logo on event signage
- Recognition in the sponsorship packet for PE 2019
- Use of phrase “(your company name) Supporter of the PE 2018” on corporate materials until April 30, 2018 (subject to approval by NCF)
Platinum $10,000

- Company logo on event flyers to more than 200 physician offices, hospitals, partners
- Company logo in four half-page ads in the following Observer Media Group publications: Longboat, Sarasota, East County, Siesta Key, West Orange, Winter Park/Maitland and Windermere Observers and the Business Observer in Sarasota, Manatee, Charlotte, Lee, Collier, Pinellas, Hillsborough, Polk, and Orange Counties. See Observer Network Reach document included in the packet
- Branded promotional item included in participant bag (must be approved by NCF)
- Company flyer included in participant bag (maximum size 8.5 x 11 and must be approved by NCF)
- Use of speaker’s lounge
- Company logo on transition slides
- Company logo on stage signage
- Company logo in email announcements
- Full page ad in the PE 2018 program
- Company logo included on PE webpage
- Priority choice of exhibitor table – 8 ft (deadline October 6, 2017)
- First right of refusal for sponsorship level, not amount, for 2019 PE
- Company logo on event signage
- Recognition in the sponsorship packet for PE 2019
- Use of phrase “(your company name) Supporter of the PE 2018” on corporate materials until April 30, 2018 (subject to approval by NCF)

Gold $7,500

- Company logo on event flyers to more than 200 physician offices, hospitals, partners
- Company logo in four half-page ads in the following Observer Media Group publications: Longboat, Sarasota, East County, Siesta Key, West Orange, Winter Park/Maitland and Windermere Observers and the Business Observer in Sarasota, Manatee, Charlotte, Lee, Collier, Pinellas, Hillsborough, Polk, and Orange Counties. See Observer Network Reach document included in the packet
- Company flyer included in participant bag (maximum size 8.5 x 11 and must be approved by NCF)
- Company logo in email announcements
- Half page ad in the PE 2018 program
- Priority choice of exhibitor table – 8 ft (deadline October 6, 2017)
- Company logo included on PE webpage
- First right of refusal for sponsorship level, not amount, for 2019 PE
- Company logo on event signage
- Recognition in the sponsorship packet for PE 2019
- Use of phrase “(your company name) Supporter of the PE 2018” on corporate materials until April 30, 2018 (subject to approval by NCF)

Silver $5,000

- Company listing on event flyers to more than 200 physician offices, hospitals, partners
- Company listing in four half-page ads in the following Observer Media Group publications: Longboat, Sarasota, East County, Siesta Key, West Orange, Winter Park/Maitland and Windermere Observers and the Business Observer in Sarasota, Manatee, Charlotte, Lee, Collier, Pinellas, Hillsborough, Polk, and Orange Counties. See Observer Network Reach document included in the packet
- Company flyer included in participant bag (maximum size 8.5 x 11 and must be approved by NCF)
- Company listing in email announcements
- Quarter page ad in the PE 2018 program
- Company logo included on PE webpage
- Exhibitor table – 8 ft
- First right of refusal for sponsorship level, not amount, for 2019 PE
- Company logo on event signage
- Recognition in the sponsorship packet for PE 2019
- Use of phrase “(your company name) Supporter of the PE 2018” on corporate materials until April 30, 2018 (subject to approval by NCF)

Bronze $3,000 – Limited to 8

- Company listing on event signage
- Company listing included in the PE 2018 program
- Company listing included on PE webpage
- Exhibitor table – 8 ft
- Company listing in email announcements
- Company listing in the PE 2018 program
- Company logo included on PE webpage
- Exhibitor table – 8 ft
- First right of refusal for sponsorship level, not amount, for 2019 PE
- Company logo on event signage
- Recognition in the sponsorship packet for PE 2019
- Use of phrase “(your company name) Supporter of the PE 2018” on corporate materials until April 30, 2018 (subject to approval by NCF)
OTHER SPONSORSHIP OPPORTUNITIES

The following opportunities are exclusive and do not include an exhibitor table.

Coffee Sponsor $3,500
NCF will provide coffee. Sponsor has option to provide a cup with their logo. Coffee stations will have signage with sponsor's logo. Sponsor will be listed in the program. Sponsor may provide one piece of promotional material (maximum size 8.5 x 11 and must be approved by NCF) at station. Sponsor may provide volunteers to assist with coffee stations.

Water Sponsor $3,500
NCF will provide water bottles that are co-branded with the sponsor and the PE logo. Water stations will have signage with sponsor's logo. Sponsor will be listed in the program. Sponsor may provide one piece of promotional material (maximum size 8.5 x 11 and must be approved by NCF) at station. Sponsor may provide volunteers to assist with water stations.

Speaker's Lounge Sponsor $2,500
The sponsor may decorate and brand the lounge with their logo and colors. Sponsor will be listed in the program. Sponsor may provide one piece of promotional material (maximum size 8.5 x 11 and must be approved by NCF) in lounge. Sponsor receives 8 ft exhibitor table in lounge. Sponsor is responsible for providing signage. Sponsor may provide volunteers to assist with the lounge.

Parkinson's Lounge Sponsor $5,000
The sponsor may decorate and brand the lounge with their logo and colors. Sponsor's logo will be featured in the program. Sponsor may provide one piece of promotional material (maximum size 8.5 x 11 and must be approved by NCF) in lounge. Sponsor receives 8 ft exhibitor table in lounge. Sponsor is responsible for providing signage. Sponsor may provide volunteers to assist with the lounge.

Bag Sponsor $7,500
All Parkinson's Expo participants will receive a bag that will be exclusively co-branded with the sponsor and the PE logo. The PE bag sponsor may also provide an insert for the bag (maximum size 8.5 x 11 and must be approved by NCF). Sponsor's logo will be featured in the program.

Valet Sponsor $5,000
Sponsor can provide a banner to be displayed at the valet parking station. Sponsor can leave one piece of promotional literature on the attendees console (maximum size 8.5 x 11 and must be approved by NCF). Sponsor's logo will be featured in the program.

Lanyard Sponsor $3,000
All Parkinson's Expo attendees, speakers and sponsors will receive a lanyard. NCF will provide the lanyards that are co-branded with the sponsor and the PE logo. Sponsor's logo will be featured in the program.

Community Resource Sponsor $500 (non-profits only; shared space; limited to 10)
Non-profit organizations. Sponsor will be listed in the program. Tax exempt certificate is required.

Non-profit organizations will receive a 15% discount on sponsorship opportunities. Tax exempt certificate is required.

This discount is not applicable to the Community Resource Sponsor option. All sponsorship inquiries must be approved by Neuro Challenge Foundation for Parkinson's. NCF has the right to refuse any potential sponsors.

Sponsors with exhibitor space may have to take down their promotional signs/banners during presentations to avoid the obstruction of view for attendees.
INQUIRIES & INFORMATION

CANCELLATION POLICY
Cancellation requests must be submitted in writing via email to expo@neurochallenge.org.

Neuro Challenge Foundation will retain the following percentages of cancelled sponsorship commitments:

- Before August 31, 2017: 20%
- Between September 1, 2017 and October 31, 2017: 50%
- After November 1, 2017: 100%

COMPANIES ELIGIBLE TO PARTICIPATE ARE

- Medical supply or equipment
- Pharmaceutical
- Laboratory equipment or instruments
- Medical software
- Book publishers
- Home healthcare and hospice
- Assisted living, skilled nursing and rehab facilities
- Hospitals
- Physician practices/groups
- Parkinson research and advocacy organizations
- Non-profit organizations who serve the Parkinson’s community

THE PARKINSON’S EXPO
SATURDAY, APRIL 14, 2018 • SARASOTA, FL
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Today’s Date: ________________________________

Contact Person: __________________________________________________________________________________

Company: _______________________________________________________________________________________

Publication Name: ________________________________________________________________________________

Signature of Authorized Representative: _______________________________________________________________________________________

Print Name (if different from above): _______________________________________________________________________________________

Billing Address: (must match credit card): _______________________________________________________________

City: _____________________________ State: _________________ Zip: _________________________

Phone: _____________________________ E-Mail: _________________________________________________

**PLEASE RESERVE THE FOLLOWING SPONSORSHIP**

For a list of sponsorship benefits, please see attached description of sponsorships. Invoice available by request.

- $25,000 Exclusive Presenting
- $15,000 Diamond Sponsor
- $10,000 Platinum Sponsor
- $7,500 Gold Sponsor
- $5,000 Silver Sponsor
- $3,000 Bronze Sponsor
- Other: _____________________

Total Enclosed: $________________

**PAYMENT OPTIONS**

Payment must be received by October 31, 2017 to be included in promotional efforts.

- Please invoice (top portion of form must be complete)
- Check (payable to Neuro Challenge Foundation for Parkinson’s)
- Credit Card:  ○ Visa  ○ MasterCard  ○ Discover  ○ American Express

Name on Card: _______________________________________________________________________________________

Card Number: _______________________________________________________________________________________

Expires: _______ CCV# (CCV# for Visa, MC & Disc: 3 numbers/back of card; AmEx: 4 numbers/front of card): ______

Please email company logo (300 dpi jpeg) along with this form to robyn@neurochallenge.org

RETURN TO

*Email*: robyn@neurochallenge.org

*Mail*: Neuro Challenge Foundation • 722 Apex Rd. Unit A • Sarasota, FL 34240

941-926-6413
AD SPECS

Please Note: In ads, our name should be written as:
Neuro Challenge Foundation for Parkinson’s

Our tagline is written as follows:
A Better Approach to Parkinson’s

Ad must be digitally transmitted via e-mail to expo@neurochallenge.org by March 14, 2018

FULL PAGE
Full Color
Live: 5.5 x 8.5
Trim: 5.25 x 8.25
Bleed: 5.75 x 8.75

HALF PAGE — VERTICAL
Full Color
Size: 2.75 x 8.5
No bleed

HALF PAGE — HORIZONTAL
Full Color
Size: 5.5 x 4.25
No bleed

QUARTER PAGE
Full Color
Size: 2.75 x 4.25
No bleed

AD DEADLINE
We regret that due to our print deadline, we cannot accept ads after March 14, 2018

PRODUCTION REQUIREMENTS
Accepted file format: High Resolution PDF ONLY

- Convert all fonts to outlines where applicable
- Images should be no less than 300 dpi
- Scanned documents cannot be accepted as artwork
- Advertising proofs will not be provided