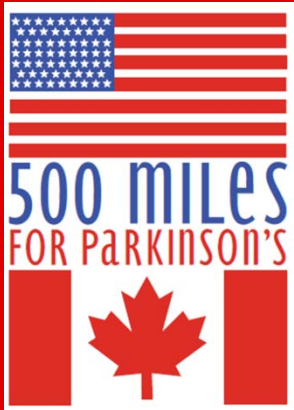




2016 Partnership
Opportunities

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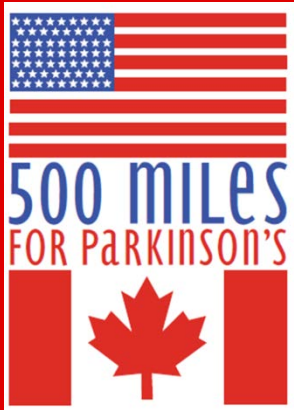
Overview



In the spring of 2016, Harry McMurtry will walk from New York City to his hometown, Toronto, to raise money for Parkinson's research. As Harry has Parkinson's disease, walking a half-marathon a day for 45 days is a tremendous challenge and one that makes this event a much bigger story about the disease itself.

The walk will be bookended by two other events – a launch event in New York City and a wrap event in Toronto. The walk is intended to bridge two great cities and two great countries in an effort to fight - and bring awareness to - a common foe, namely, Parkinson's disease.

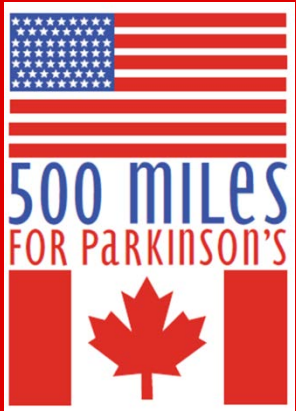
The proceeds from this binational project will go to three charities: The Michael J. Fox Foundation for Parkinson's Research, the Morton and Gloria Shulman Movement Disorders Centre and The Edmond J. Safra Program in Parkinson's Disease at the Toronto Western Hospital (led by Dr. Tony Lang), and the Mount Sinai Beth Israel Movement Disorders Center in New York (led by Dr. Susan Bressman).



Watch Our Video

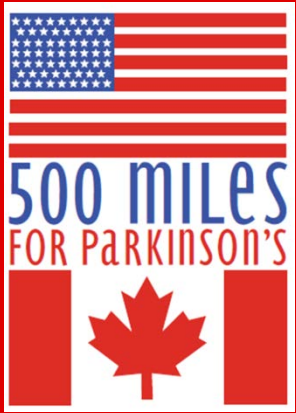
Please see high resolution version on YouTube:

<https://www.youtube.com/watch?v=Mlpx4-Rjwcl>



Goals

- Financial Target
 - The financial goal of this project is to raise over \$500,000 for Parkinson's research. This target will be achieved through the combination of sponsorships, donations, ticket sales, and silent and live auctions.
- Public Awareness
 - An ancillary goal of this project is to heighten public awareness of Parkinson's disease. This will be achieved broadly through media attention on the walk and more narrowly through presentations to schools and other groups along the route.



Why Partner?



- Showcase your product & brand across a series of high-profile events in 2 countries.
- Opportunity to target schools & grassroots communities in New York & Ontario
- Alignment with multiple key charities with a reputable cause
- Corporate social responsibility & transparency around where the money is going
- Turnkey execution
- Harry is a great brand ambassador!

500 Miles For Parkinson's



**Kick-Off
May 6,
2016**

**New
York
City**

NYC Event: May 6th, 2016

A high-end cocktail party, this evening's event will kick off the campaign and send Harry off in style.



- **Target:** Affluent New York City, celebrities, high-profile Parkinson's stakeholders.
- **Venue:** Home of famous New Yorker with an incredible, museum-like modern art collection.
- **Opportunities:** Sampling, gift bags, logo presence on collateral pre & during event, in-kind, potential media coverage, keynote speakers, entertainment.....
- **Media Kick Off:** This event will have media presence to kick off the campaign.

The Walk, May 7 - June 20

NYC
Toronto

The Walk: May 7th – June 20th

Harry embarks on the walk between New York City & Toronto, raising awareness for Parkinson's research through media, corporate speeches & school visits. You can walk a mile with Harry & follow his journey online & on social media.

- **Target:** General Public, local communities, students, media
- **Venue:** 45 days through New York & Ontario
- **Opportunities:** Own a mile, school activations, in-kind, financial, media coverage, corporate visits/talks.
- **Media Support:** Local PR in each community; momentum gained throughout & online tracker to follow the campaign's progress.

**The
Walk,
May 7 -
June 20**

**School
Program**

School Program: May 7th – June 20th

Students along the route will have the opportunity to meet Harry via school appearances & speeches and “buy a mile” program, all the while participating in local fundraising & learning about the impact of Parkinson’s disease.

- **Target:** Elementary, Middle & Secondary students 6-18yrs
- **Venue:** Approximately 50 schools along the route
- **Opportunities:** fundraising incentives for schools; incorporation into Harry’s speeches; video content; sampling; logo/branding
- **Media Opportunity:** Inclusion in PR Campaign supporting the walk & all appearances.

Toronto Event

Toronto Event: June 22nd, 2016

A fun party in the heart of Toronto, welcoming Harry home & celebrating our fundraising efforts. Will feature entertainers & key influencers from the city & Parkinson's community.



- **Target:** Affluent Toronto, Younger professionals, Parkinson's stakeholders
- **Venue:** Steam Whistle Brewing
- **Opportunities:** Sampling, gift bags, logo presence on collateral pre & during event, in-kind, potential media coverage, keynote speakers, entertainment.
- **Media Opportunity:** Toronto media to cover the event; entertainer / musical guest to generate awareness.

Marketing & Media Plan



- Website Launch – Nov 2015
- Media partnerships – Print, TV, Radio, Local Newspaper
- Celebrity involvement & ambassadorship
- Press releases and media tours
- Active social media promotion + updates
- Daily video blog from the walk
- Promotional collateral + gear
- School program along route
- Post-Event Thank you advertising



Partnership Opportunities

Sponsors benefit from a seamless partnership that spans all elements of the program for maximum brand exposure.

**5 sponsorship levels:
Title, Platinum, Gold, Silver &
Bronze
+ In-Kind Opportunities**



Title

**Partnership
Opportunity**

\$50,000

As a title sponsor, you will be incorporated into the 500 Miles logo and used in all event materials. Plus enjoy full benefits of the highest partnership level:

- Every use of 500 miles will include “in partnership with” mention
- Included in all events, the walk & school events
- Dedicated press release announcing partnership
- Product placement & category exclusivity
- Mentions in blog posts & social media
- Brand creative & messaging on website materials
- 20 tickets to both Toronto & New York Event
- 5 dedicated miles along the route
- Unlimited logo + content licensing rights
- Opportunity to speak at the event(s)
- Brand media inventory on fivehundredmiles.org website
- Brand inclusion on end slate of promo video

Platinum

Partnership
Opportunity

\$25,000

As a Platinum sponsor your brand will appear on all event materials and you will enjoy the following benefits:

- Included in all events, the walk & school events
- Mention of the partnership in all press releases
- Product placement & category exclusivity
- Mentions in blog posts & social media
- Brand creative & messaging on website materials
- 15 tickets to both Toronto & New York Events
- 2 dedicated miles along the route
- Unlimited logo + content licensing rights
- Opportunity to speak at the event(s)
- Brand media inventory on fivehundredmiles.org website
- Brand inclusion on end slate of promo video

Gold

**Partnership
Opportunity**

\$10,000

As a Gold sponsor you will enjoy the following benefits:

- Included in all events, the walk & school events
- Mention of the partnership in all press releases
- Product placement & category exclusivity
- Mentions in blog posts & social media
- Brand creative & messaging on website materials
- 10 tickets to both Toronto & New York Events
- Official “branded” mile along the route
- Unlimited logo + content licensing rights
- Opportunity to speak at the event(s)
- Brand media inventory on fivehundredmiles.org website
- Brand inclusion on end slate of promo video

Silver

Partnership
Opportunity

\$5,000

As a Silver sponsor you will enjoy the following benefits:

- Included in all events, the walk & school events
- Mention of the partnership in all press releases
- Product placement & category exclusivity
- Mentions in blog posts & social media
- Brand creative & messaging on website materials
- 5 tickets to both Toronto & New York Event
- Official “branded” mile along the route
- Unlimited logo + content licensing rights
- Thank you in event guide

Bronze

Partnership
Opportunity

\$2,500

As a Bronze sponsor you will enjoy the following benefits:

- Product placement & category exclusivity
- Mentions in blog posts & social media
- Brand creative & messaging on website materials
- Tickets to both Toronto & New York Event
- Unlimited logo + content licensing rights
- Official “branded” mile along the route
- Thank you in event materials

In-Kind

Partnership Opportunity

Demonstrate your product benefits through product placement & in-kind partnership. Your support goes a long way in helping with the logistics of the campaign!

In-Kind opportunities are custom, open categories and include:

- Accommodation (Hotel)
- Transport (Vehicle, flights for crew)
- Apparel (shoes, clothing, rain gear, hats, luggage)
- Food + Beverage (QSR, packaged goods, water, coffee, energy drinks)
- Equipment (GoPros, Cell phones, laptop, chargers + batteries)

Individual Sponsors

Partnership
Opportunity

\$1,000

Individual and corporate sponsors are critical in reaching our fundraising goal. As an individual sponsor you will receive:

- Mention in event guides
- Ticket(s) to gala event in your city
- Post event thank you in advertising materials

Beneficiaries

The proceeds from *500 Miles for Parkinson's* will be pooled and then shared amongst three beneficiaries:



[The Michael J. Fox Foundation for Parkinson's Research](#)

[Morton and Gloria Shulman Movement Disorders Centre
and The Edmond J. Safra Program in Parkinson's Disease at
the Toronto Western Hospital](#)

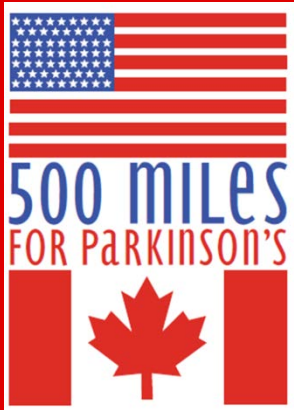
[Mount Sinai Beth Israel Movement Disorders Center in
New York](#)

About Parkinson's Disease

Parkinson's disease is a chronic, degenerative, neurological condition. The primary symptoms of the disease are: tremor, rigidity, slowed movement (bradykinesia) and impaired balance (postural instability).

The exact cause of Parkinson's disease is unknown, although research suggests a combination of genetic and environmental factors. Parkinson's patients likely fall along a continuum with exclusively genetic causes at one end and exclusively environmental causes at the other.

It is estimated that at least one million people in the United States, one hundred thousand in Canada, and more than five million worldwide, have Parkinson's disease. As the population ages, these figures will rise.



Our Team



Toronto

Amber Bernard
Sarah Bobas
Edward Boomer
Anna Bratt
Adriana Christopoulos
Julie Cowan
Mike Downie
Colin Downs
James Downs
Jeff Green
Derek Ground
Phil Hargreaves
Ben Hawkins
Alex Hicks
Ian Hull

Geoff Linton
Bernice Lum
David MacNicol
Soania Mathur
John McKay
Jennifer McKenzie
Dr. Tom Miller
Toni Rufo
Mike Scott
Courtney Serrie
Kirsten Sixt
Jennifer Sousa
Joe Stephen
Mike Volpe
Jess Way

New York

Deborah Bradley
Anne James Hill
Ashley Holzer
Diana Kazakova
Iain MacInnis
Maria Mason-Frazetta
Harry McMurtry
Joan Miravite



Thank you!

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