



Team William's
Walkers; 2022
Chicagoland
Run/Walk



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

2023 RUN/WALK SERIES

Sponsorship Opportunities

JOIN US TO BRING THE PARKINSON'S COMMUNITY TOGETHER



Michael Sloan and Karla Simmonds;
2022 Los Angeles Run/Walk

In a world where living with Parkinson's can be isolating on its own, we are working with valued partners to keep our community connected and engaged. By supporting The Michael J. Fox Foundation's (MJFF) immensely popular Run/Walk Series, you are helping us get even closer to our ultimate finish line — a cure for Parkinson's disease.

JOIN US IN 2023

Families and friends of the Parkinson's community, nationally and internationally, can participate in a variety of run/walk offerings while raising funds to support MJFF's mission. To date, MJFF's Run/Walk Series (both in-person and virtual) have raised over \$6.1 M and connected over 19,000 supporters.

In 2023 we will be visiting both old and new markets through 7 events (6 in-person, 1 virtual) between February and December. We're thrilled to include a Kid's Dash, 1-mile, and 5K option at all of our in-person events, as well as offer a 1-mile, 5K, 10K, and half-marathon option during our virtual event in June. All ages and fitness levels are welcome to join us.

- + **Phoenix Run/Walk (Sunday, February 5)**
- + **Los Angeles Run/Walk (Sunday, March 5)**
- + **Chicagoland Run/Walk (Saturday, May 13)**
- + **Virtual Run/Walk (Saturday, June 17)**
- + **Denver Run/Walk (Sunday, October 8)**
- + **Boston Run/Walk (Sunday, October 29)**
- + **New York City Run/Walk (mid-December)**

Thanks to the generous support of an anonymous donor, 100 percent of the proceeds raised through the Run/Walk Series go directly to the Foundation's high-impact research programs.

ADDITIONAL WAYS TO PARTNER: CORPORATE TEAMS

Bring together leadership and employees with a unique team-building experience and help support MJFF's mission by forming a corporate team. Participants can train and fundraise from all over the country (or globe!) as part of one team and engage in friendly competition!

CORPORATE SUCCESS: SIGNATURE BANK

As our 2021 Presenting Sponsor, Signature Bank was a true champion of MJFF's Run/Walk Series. In addition to a direct financial sponsorship, Signature Bank recruited a team of 42 employees who together raised an additional \$150K for Parkinson's research and helped make Signature Bank the top fundraising team in 2021!



SIGNATURE BANK®

OUR DIGITAL REACH

As a sponsor of our 2023 Run/Walk Series, your company has the opportunity for exposure to a wide audience within The Michael J. Fox Foundation's network and beyond.

Robust Social Networking Community

1 million+

Total followers all time



925K+

Facebook followers



151K+

Instagram followers



95.6K+

Twitter followers



20K+

LinkedIn followers

10K+

NEW SOCIAL MEDIA FOLLOWERS in 2022



NATIONAL SPONSORSHIP OPPORTUNITIES

Champion

\$100,000

Partner

\$50,000

Supporter

\$25,000

Print (to be delivered directly to an anticipated 4000+ participants)



Top logo placement on dedicated sponsor series postcard included in all participant packs

Logo inclusion on dedicated sponsor series postcard included in all participant packs

Logo inclusion on dedicated sponsor series postcard included in all participant packs

Logo inclusion on series announcement postcard to be mailed to 12K+*

Inclusion of paper collateral in participant packs

Digital



Top logo placement on series landing page with corporate highlight (two to three sentences) and top logo placement on individual event pages (through 2023)

Logo placement on series landing page and logo placement on individual event pages (through 2023)

Name listed on series landing page and logo placement on individual event pages (through 2023)

Logo inclusion on Thank You to Our Sponsors page on our digital participant pack

Logo inclusion on Thank You to Our Sponsors page on our digital participant pack

Name listed on Thank You to Our Sponsors page on our digital participant pack

*Sponsorship must be confirmed by December 15, 2022 to receive benefit

(sponsor benefits continued on the next page) →



NATIONAL SPONSORSHIP OPPORTUNITIES

Champion

\$100,000

Partner

\$50,000

Supporter

\$25,000



Event Entries

One-hundred complimentary race entries

Fifty complimentary race entries

Twenty-five complimentary race entries



Email

Top logo placement in all event series promotional and post-registration emails (anticipated reach of 250K+)

Logo placement in all event series promotional and post-registration emails (anticipated reach of 250K+)

Name listed in all event series promotional and post-registration emails (anticipated reach of 250K+)



Recognition on Participant Swag

Top logo placement on back of event series t-shirt

Logo placement on back of event series t-shirt

Name on back of event series t-shirt



In-Person Event Benefits

Top logo placement on national sponsor banner displayed at all in-person events

Logo placement on national sponsor banner displayed at all in-person events

Name listed on national banner displayed at all in-person events

Opportunity to host a table or booth

Opportunity to host a table or booth

Opportunity to host a table or booth

Logo placement along course and on race bibs

Logo displayed along the race course

Logo displayed along the race course

Corporate team tent (must guarantee ten or more on-site participants)

Corporate team tent (must guarantee ten or more on-site participants)

For additional ways to get involved, including regional sponsorship opportunities, please reach out to runwalk@michaeljfox.org.

Logos (in eps format) from all sponsors must be received by December 9, 2022

Print collateral must be received by January 15, 2023





“We are humbled, honored and truly grateful to see everyone rally around the Parkinson’s community. It sustains our hope that one day we will outrun PD and find a cure. Until then, we’ll be here continuing the fight.”

— The Choi Family; Chicago-land Run/Walk

CONNECT WITH US

runwalk@michaeljfox.org