



# 2024 Opportunities For Engagement



THE MICHAEL J. FOX FOUNDATION  
FOR PARKINSON'S RESEARCH



## Our Mission is Your Mission

Now in its 30th year, the goal of the Unity Walk has always been to bring a unified Parkinson's disease community together around a shared goal: to cure Parkinson's. In 2023, the Parkinson's Unity Walk transitioned to The Michael J. Fox Foundation (MJFF), leveraging MJFF's robust engagement networks and onramps to raise nearly \$2 million and welcome 3,000+ attendees.

In 2024, The Michael J. Fox Foundation will continue the Unity Walk's tradition of hosting a day of activity for the community to celebrate, learn, and connect while raising critical funds for a cure.

"When the Parkinson's community rallies together, magical things happen," said Michael J. Fox. "For years the Unity Walk has united patients and families raising millions of dollars to advance critical programs and research. "

We look forward to partnering with you in support of this important event in 2024.



## Event Information

### Attendee Representation:

Out of nearly 3,000 participants in 2023:

- 33 states represented
- 4 countries represented
- **250+** people living with PD
- **1,200+** family or friends of a person currently living with PD
- Nearly **200** clinicians
- **57%** of attendees were new to MJFF's network



## 2023 Program

- **8:30AM**  
Registration & Partner Alley Open
- **9:00AM**  
Welcome by MJFF CEO, Debi Brooks
- **9:00AM–12:30 PM**  
Unity Walk course is open
- **9:00AM–12:30 PM**  
Programming at Bandshell, including: Rock Steady Boxing, Nia for PD, Dance for PD, LSVT
- **12:30PM–12:45PM**  
Closing Yoga for PD
- **12:45PM–1:00PM**  
Closing Remarks



# Partnership Opportunities

## Contributing Sponsor | \$25,000

### **Booth:**

- ❖ Single booth presence (one 6 ft. table)

### **Additional Event Visibility:**

- ❖ Company recognition on event signage

### **Digital Audience Visibility:**

- ❖ Company recognition on Unity Walk website

## Featured Sponsor | \$50,000

### **Booth:**

- Double booth presence (two 6 ft. tables)

### **Additional Event Visibility:**

- ❖ Company recognition on event signage

### **Digital Audience Visibility:**

- ❖ Featured post on MJFF LinkedIn page recognizing company sponsorship, with opportunity to re-post on Company page
- ❖ Company recognition in emails to Unity Walk attendees
- ❖ Company recognition on Unity Walk website

## Premier Sponsor | \$75,000

### **Booth:**

- ❖ Triple booth presence (three 6 ft. tables)

### **Additional Event Visibility:**

- ❖ Company verbally acknowledged two times during event programming
- ❖ Premium company recognition on event signage (e.g., larger logo)
- ❖ Premium company recognition on additional signage located at the Bandshell

### **Digital Audience Visibility:**

- ❖ Featured post on MJFF LinkedIn page recognizing company sponsorship, with opportunity to re-post on Company page
- ❖ Premium company recognition in emails to Unity Walk attendees
- ❖ Premium company recognition on Unity Walk website
- ❖ Two tickets to MJFF's flagship April event in NYC that celebrates our community fundraisers across Team Fox, the Run/Walk series, and Unity Walk