



Saturday, April 27th, 2024

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.

On April 27th, 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



Supplemental Sponsor Opportunities

These opportunities are available as add-ons to companies sponsoring a table at the Partner Alley or as a stand-alone sponsorship opportunities.

Refreshment
Booth
Sponsor
\$5,000



- ❖ Company recognition on signage at the two event refreshment booths in the Partner Expo
- ❖ Company recognition on event signage

Golf Cart
Sponsor
\$10,000



- ❖ Company recognition all golf carts
- ❖ Company recognition on event signage

Coffee Cart
Sponsor
\$10,000



- ❖ Company recognition on coffee cart signage
- ❖ Custom coffee sleeves with company logo
- ❖ Company recognition on event signage

*Limited to
one sponsor*