

Re: Chuck's Run Sponsorship 2018

The Dystonia Medical Research Foundation (DMRF) Canada is a CRA registered national charitable organization that was established in 1976. We are dedicated to supporting individuals and their families who suffer from dystonia, a neurological movement disorder that affects over 50,000 Canadians.

Our mission is to advance research for more treatments and ultimately a cure for dystonia; to promote awareness and education; and to support the needs and well-being of affected individuals and families.

Chuck's Run is a strong community event that has been around for over 10 years. Since its inception, the event has raised over almost \$500,000.00 for critical dystonia research and support programs. Chuck's Run is in honour of Chuck Saundercook, who was diagnosed in 1972 with generalized dystonia at the age of 12. Chuck also became one of the first Canadians to receive deep brain stimulation. He improved with the procedure but developed pneumonia and in his weakened state, died at the age of 16. In his final chapter, Chuck donated his body and brain to help others in furthering dystonia research.

In 2017, Chuck's Run raised over \$70,000. Below is the 2017 Chuck's Run Participant profile:

- 51% of registrants were female;
- 75% of registrants were from the Greater Toronto Area;
- Registrant age breakdowns as follows:
 - 49% participants between the ages of 30 to 59;
 - 15% participants under the age of 18;
 - 13% participants over 60 years of age.

I encourage you to review this sponsorship guide for details on how you can get involved. DMRF Canada will ensure your support for Chuck's Run is a mutually beneficial partnership. For more information about this event or the sponsorship opportunities please do reach out to me at trishamondal@dystoniacanada.org.

Join us on June 3, 2018 and support a long-standing community event that will continue to provide the funds for support and research that is dearly needed. Your support can change the life 50,000 Canadians suffering from dystonia.

With warm regards,



Trisha Mondal
Fund Development Manager, DMRF Canada
1-800-361-8061

2018 CHUCK'S RUN, WALK and WHEEL FOR DYSTONIA

SPONSORSHIP AND PROMOTIONAL PARTNERSHIP OPPORTUNITIES

Sponsorship Level ²	Platinum - Secured	Gold	Silver	Brunch	Wellness	Ambassador
Valued at	\$7,000	\$5,000	\$4,000	\$2,000 ¹	\$1,000	\$500*
Recognition as	Platinum Sponsor (already committed)	Gold Sponsor	Silver Sponsor	Brunch Sponsor	Wellness Sponsor	Ambassador Sponsor
Logo on Technical T-shirt, gel bracelet, water cups and, start and finish line	✓					
Opportunity to officially start the race (walk) and participate in award ceremony	✓					
Opportunity to officially start the run (after the walkers have left)		✓				
Ability to lead participants in warm-up routine before the race					✓	
On-site presence with the opportunity to put out a booth with signage, materials and sampling of products	✓	✓				
Ability to bring staff / volunteers as part of cheer squad along the route	✓	✓	✓			
Signage along the route at each KM markers – signs/flags to be provided by your organization	✓	✓				
Logo Placement in print through: brochures and mailed invitation letter	✓	✓	✓			
Logo Placement on site at brunch table	✓	✓	✓	✓		
Logo placement online through: Registration page, dystoniacanada.org webpage, Facebook, twitter, MailChimp email campaign	✓	✓	✓	✓	✓	✓
Mention with a thank you in 2018 Annual Report	✓	✓	✓	✓	✓	✓
Ability to provide coupons and or take ones in participant packages.	✓	✓	✓	✓	✓	✓

*Please note Ambassador Sponsorship is not exclusive to one partner.

¹Sponsorship can be monetary or in product.

2018 CHUCK'S RUN, WALK and WHEEL FOR DYSTONIA SPONSORSHIP AND PROMOTIONAL PARTNERSHIP OPPORTUNITIES

Contact Name: _____ Company Name: _____

Address: _____

Province: _____ Postal Code: _____ Phone Number: _____

E-mail: _____

I would like to be a:

- Gold Sponsor \$5,000.00
- Silver Sponsor \$4,000.00
- Brunch Sponsor \$2,000.00
- Wellness Sponsor \$1,000.00
- Chuck's Run Ambassador Sponsor \$500.00

- Cheque
- Debit / Interac
- Credit
 - VISA
 - MasterCard

Card Number: _____ Expiry: _____ CVC: _____

Signature: _____

SC: FTMTor18