



**Dallas Area  
Parkinson  
Society**

## **DALLAS AREA PARKINSON SOCIETY SPONSORSHIP OPPORTUNITIES**

Thank you for your consideration in partnering with DAPS to support the Parkinson's community in the Dallas metroplex. With your help, we can reach more of the many thousands of people who live in and near the Dallas area to receive the comprehensive services they need and deserve.

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As a small nonprofit, we appreciate your help and support in securing funding as early as possible. Your efforts allow us to focus on serving the Parkinson's community well. Please don't hesitate to reach out if you have any questions.

***Improving and impacting the lives of those affected by Parkinson's disease.***



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## **WELCOME PACKAGE SPONSORSHIP**

For those newly diagnosed with Parkinson's or new to DAPS a Welcome Package is provided at all DAPS events. 2025 Welcome Packages include:

- Welcome letter
- List of DAPS classes, locations, and schedules
- DAPS brochure
- Current event information
- 2025 Educational Series dates and locations
- Sponsor collateral
- Resources to assist in preparation for medical appointments

Approx. reach: 250 people

Limit: 2 sponsors

### **SPONSOR LEVEL - \$2,500**

- 1 piece of company collateral included in Welcome Package (must be DAPS approved)
- Sponsor recognition in Welcome letter



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## **MONTHLY NEWSLETTER SPONSORSHIP**

The DAPS newsletter is produced monthly and emailed to 1,250 contacts (*a 14% increase from 2024*). The e-newsletter yields an average of:

**65% open rate**

**14 % click rate**

Three sponsorship opportunities are outlined below.

### **PLATINUM SPONSOR LEVEL - \$500**

- Full-page article (up to 600 words) written by Sponsor and approved by DAPS
  - Article must be submitted before the 15<sup>th</sup> of the month before publication
  - Product-related content not to exceed 10% of the article
- 1/3-page ad with company logo
- Link to company website

### **GOLD SPONSOR LEVEL - \$250**

- 1/3-page ad with company logo
- Link to company website

### **SILVER SPONSOR LEVEL - \$150**

- 1/4-page ad with company logo



The DAPS Educational Series provide sponsors with three ways to participate in educating and engaging with the Parkinson's community. All programs must be approved by DAPS.

- *Note:* Product-related content not to exceed 10% of the presentation

Approx. reach: Each meeting ranges from 20 to 60 participants

Dates:

Dallas	2 <sup>nd</sup> Monday of the month
Denton	1 <sup>st</sup> Friday of the month
Duncanville	Last Monday of the month
Garland	4 <sup>th</sup> Thursday of the month
McKinney	3 <sup>rd</sup> Tuesday of the month

### **PLATINUM SPONSOR LEVEL - \$900**

- Program consists of a presentation provided by an expert speaker (*topic and presentation to be approved by DAPS; must be educational not branding of specific product or medication – the company and/or product may be mentioned, but not the focus of the presentation*)
- Announcement of sponsorship and recognition
- Approx. 3 minutes to introduce company/organization
- Sponsor provides lunch and bottled waters
- Pre and post-newsletter thank you and acknowledgement with logo (1,250 subscribers)
- Exhibit table and 2 chairs

### **GOLD SPONSOR LEVEL - \$600**

- Program and presenter selected by DAPS
- Announcement of sponsorship and recognition
- Approx. 3 minutes to introduce the company/organization
- Sponsor provides lunch and bottled waters
- Pre and post-newsletter thank you and acknowledgement with logo (1,250 subscribers)
- Exhibit table and 2 chairs

### **GOOD NEIGHBOR LEVEL - \$75**

- Exclusive to non-profit organizations (limited availability)
- Announcement of sponsorship and recognition
- Exhibit table and 2 chairs



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## **EDUCATIONAL SERIES LOCATIONS**

### **DALLAS**

*11:00am light snacks followed by program*  
Preston Hollow United Methodist Church  
6315 Walnut Hill Lane  
Dallas, TX 75230  
214-363-4393

### **DENTON**

*12:00pm lunch followed by program*  
Denton Senior Center  
509 N. Bell Avenue  
Denton, TX 76201  
940-349-8720

### **DUNCANVILLE**

*12:30pm lunch followed by program*  
First United Methodist Church  
427 Avenue C  
Duncanville, TX 75116  
972-298-6121

### **GARLAND**

*11:30am lunch followed by program*  
South Garland Baptist Church  
1330 E Centerville Road  
Garland, TX 75041  
972-271-5428

### **MCKINNEY**

*11:30 am lunch followed by program*  
St. Michael the Archangel  
411 Paula Road  
McKinney, TX 75069  
972-542-4667



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## **PARKINSON'S COMPREHENSIVE CARE INITIATIVE SPONSORSHIP**

The Parkinson's Comprehensive Care Initiative (PCCI) began in 2021, to expand free services to DAPS locations throughout the Dallas metroplex. Services listed below provide a comprehensive approach to managing and living well with Parkinson's, while encouraging the importance of social engagement.

### **PLATINUM SPONSOR LEVEL - \$5,000**

- Sponsor logo and link on DAPS website calendar, under the sponsored classes.
- Opportunity to share company materials with participants in:
  - *Support groups for people with PD*
  - *Support groups for care partners*
- Duration: 1 calendar year
- 11 groups offered monthly

### **GOLD SPONSOR LEVEL - \$4,000**

- Sponsor logo and link on DAPS website calendar, under the sponsored class.
- Opportunity to attend and share company materials with participants in:
  - *Noncontact Boxing Classes*
- Duration: 1 calendar year

### **SILVER SPONSOR LEVEL - \$3,000**

- Sponsor logo and link on DAPS website calendar, under the sponsored class
- Opportunity to attend and share company materials with participants in:
  - *Dance for PD®*
- Duration: 1 calendar year



Community Outreach and Engagement is a critical element to providing services to those in the professional field and those with Parkinson's disease. *Parkinson's disease is the fastest growing neurological disease, with an estimated 15,000 people in North Texas living with the disease.* This sponsorship supports DAPS efforts to educate, and provide important information and resources for the specific needs of individuals with Parkinson's and their care partners. Outreach is targeted to professionals within the community including medical professionals, senior communities, churches, and other local organizations.

Approx. reach: 3,000 individuals

Limit: 2 sponsors

### **PLATINUM SPONSOR LEVEL - \$5,000**

- Platinum Sponsor acknowledgement at Community Outreach and Engagement presentations, including company name and logo on digital slide deck
- Sponsor recognized as Platinum DAPS Community Outreach and Engagement Sponsor with logo and link on DAPS website for 1 calendar year
- DAPS shirts with sponsor logos on the back for DAPS members
- Limit 1 sponsor

### **GOLD SPONSOR LEVEL - \$4,000**

- Gold Sponsor acknowledgement at Community Outreach and Engagement presentations
- Sponsor recognized as Gold DAPS Community Outreach and Engagement Sponsor with logo and link on website for 1 calendar year
- DAPS water bottles with sponsor logos for DAPS members
- Limit 1 sponsor

### **SILVER SPONSOR LEVEL - \$2,000**

- Silver Sponsor recognized in DAPS Community Outreach and Engagement services with logo and link on website for 1 calendar year



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## **Kenneth H. Cooper, MD, MPH LIFETIME ACHIEVEMENT AWARD SPONSORSHIP**

Since 2017, DAPS awards an individual who has made significant contributions to the community in the Dallas area. This award is named for the founder of the Cooper Institute who is credited with helping millions of people all over the world recognize the value of a healthy active lifestyle. Dr. Kenneth H. Cooper's message aligns with our mission: to impact and improve the lives of those affected by Parkinson's disease.

Date: April 2025

Recipient: TBD

### **PLATINUM SPONSOR LEVEL - \$5,000**

- Podium recognition as a Platinum Event Sponsor
- Print and social media coverage
- Sponsor logo on newsletter and program
- Sponsor logo and link on website
- Sponsor logo on event signage
- Sponsor Passport for door prizes to encourage attendees to visit exhibits
- Exhibit table and 2 chairs

### **GOLD SPONSOR LEVEL - \$3,000**

- Print and social media coverage
- Exhibit table to showcase sponsor products and services
- Sponsor logo on newsletter and program
- Sponsor logo on website
- Sponsor logo on event signage
- Sponsor Passport for door prizes to encourage attendees to visit exhibits
- Exhibit table and 2 chairs

### **SILVER SPONSOR LEVEL - \$1,500**

- Sponsor logo on newsletter and program
- Sponsor logo on website
- Sponsor logo on event signage
- Sponsor Passport for door prizes to encourage attendees to visit exhibits
- Exhibit table and 2 chairs



## **BRONZE SPONSOR LEVEL - \$500**

- Sponsor logo on program
- Sponsor Passport for door prizes to encourage attendees to visit exhibits
- Exhibit table and 2 chairs



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**Keep Living Well  
SYMPOSIUM  
SPONSORSHIP**

The Annual Symposium is a free event offered to the Parkinson's community. It offers education, resources, and important new information along with breakfast and lunch.

***Compared to 2023, 2024 saw an 80% increase in registered attendees, and actual attendees increased by 72%.***

Approx. reach: 300 participants (People with Parkinson's, Caregivers, Specialists, and Volunteers)

Date: October 2025

Lunch: provided for 2 representatives

**PLATINUM SPONSOR LEVEL - \$5,000**

- 2 minutes in opening session to address attendees
- Sponsor logo printed on rack cards
- Sponsor logo on lunch signage
- Sponsor logo on event bag
- 1 piece of collateral in event bag
- Sponsor logo on event signage
- Sponsor logo on newsletter and program
- Sponsor logo and link on website
- Sponsor Passport for door prizes to encourage attendees to visit exhibits
- Upper-level prime location for exhibit table and 2 chairs

**GOLD SPONSOR LEVEL - \$2,500**

- One piece of collateral in event bag
- Sponsor logo on event signage
- Sponsor logo on program
- Sponsor logo on website
- Sponsor Passport for door prizes to encourage attendees to visit exhibits
- Exhibit table and 2 chairs

**SILVER SPONSOR LEVEL - \$1,000**

- Sponsor logo on event signage
- Sponsor logo on program
- Sponsor Passport for door prizes to encourage attendees to visit exhibits
- Exhibit table and 2 chairs

### **BRONZE SPONSOR LEVEL - \$300**

- Sponsor name only on program
- Sponsor Passport for door prizes to encourage attendees to visit exhibits
- Exhibit table and 2 chairs

### **GOOD NEIGHBOR SPONSOR LEVEL - \$75**

- For Non-profit organizations only
- Sponsor Passport for door prizes to encourage attendees to visit exhibits
- Exhibit table and 2 chairs

### **Payment deadline: August 15, 2025**

*Exhibitors are responsible for bringing their own tablecloths, posters, banners, and giveaways*

*On-site product sales are prohibited*

*Space is limited*



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## **MEDICAL ADVISORY BOARD ROUNDTABLE SPONSORSHIP**

To maximize its benefit to the Dallas Parkinson Community, DAPS works closely with the medical community and companies that serve those with Parkinson's in order to improve access and services. The roundtable event provides sponsors with the unique opportunity to participate in an intimate discussion with numerous neurologists and other medical professionals to address strides made within the Parkinson's community, while identifying any unmet needs.

Approx. reach: On average 6 - 8 Physicians, DAPS Medical Advisory and Board of Directors

Date: November 2025

Limit: 3 Sponsors

### **SPONSOR LEVEL - \$2,500**

- Time with the physicians at the event
- 3 minutes to address attendees
- Participation in the roundtable discussion
- Sponsor logo on event signage
- Sponsor logo on event agenda
- Newsletter recognition with sponsor logo



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## **HOLIDAY LUNCHEON SPONSORSHIP**

DAPS Holiday Luncheon invites members, instructors, and the Parkinson's community to join us for lunch, volunteer recognition, and entertainment. The Mike Miles Volunteer Award recognizes a community member's outstanding contribution and service to the Parkinson's community.

Approx. reach: 125+ Participants (Specialists, Physicians, People with Parkinson's, Caregivers, and Volunteers)

Date: December 2025

### **SPONSOR LEVEL - \$500**

- Podium recognition as an Event Sponsor
- Newsletter recognition with sponsor logo and link
- Exhibit table and two chairs



*Sponsor payments received first will have priority for limited-availability sponsorships. The sponsor is responsible for submitting payments 30 days before the sponsorship date. Sponsorship opportunities are guaranteed once payment has been received in full.*

*Sponsor signature acknowledges and agrees to the DAPS guidelines for 2025 Sponsorships.*

**Signature:**

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**Company:**

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**Date:**

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Please email signed forms to [daps@daps.org](mailto:daps@daps.org)

Checks can be mailed to:  
Dallas Area Parkinson Society  
12900 Preston Rd Ste 320  
Dallas, Tx 75230

**To pay via credit card, please contact the DAPS office to process payment. Please note, a 3% credit card processing fee will be applied.**