



**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 PD 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*



## DAPS WELCOME PACKAGE SPONSORSHIP LEVELS

For those newly diagnosed with PD or new to DAPS a Welcome Package is provided at all DAPS events. 2023 Welcome Packages will include:

- Welcome letter to the recipient
- List of DAPS classes/locations/schedule
- DAPS brochures
- Current event information
- Dates and locations of 2023 Educational Series
- Sponsor collateral
- Resources to assist in preparation for medical appointments

**Approximate reach:** 250 people

*Limited sponsorship availability.*

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### PLATINUM SPONSOR LEVEL - \$2,000

- 1 piece of company literature/collateral included in Welcome Package (must be DAPS approved)
- Recognition and acknowledgement of Platinum Sponsor in personalized letter from DAPS, in Care Package.

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### GOLD SPONSOR LEVEL - \$1,000

- Recognition and acknowledgment of Gold Sponsor in Welcome letter from DAPS, in Welcome Package.



## DAPS MONTHLY NEWSLETTER SPONSORSHIP LEVELS

The DAPS newsletter is produced monthly and sent via email to approximately 1,000 contacts. There are three opportunities to sponsor, outlined below. The cost shown below, is per month.

**Reach:** Approximately 1,000 subscribers

**Date:** Based on availability

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### PLATINUM SPONSOR LEVEL - \$500

- Full page article (up to 700 words) written by Company/approved by DAPS
  - Article must be submitted and approved by DAPS before the 15th of the month prior to publication
  - Only 10% of content can be product related
- 1/3-page ad with company logo
- Link to company website

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### GOLD SPONSOR LEVEL - \$250

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

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### SILVER SPONSOR LEVEL - \$150

- 1/4-page ad with company logo



## EDUCATIONAL SERIES SPONSORSHIP LEVELS

The DAPS Educational Series usually include a presentation by an expert in a field related to the needs of those with Parkinson's disease. All programs must be approved by DAPS.

*Note: Only 10% of content can be product related.*

**Reach:** Each meeting ranges from 20 to 40 participants per meeting

**Dates :**

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

### **PLATINUM SPONSOR LEVEL \$750**

- Provide one program presentation: topic and presentation to be approved by DAPS (*must be educational not branding of specific product, medication, or company – the company and/or product may be mentioned but not the focus of presentation*)
- Sponsor provides snacks and refreshments
- Approximately 3 minutes to introduce company/organization
- Announcement of sponsorship and recognition
- Pre and post newsletter thank you and acknowledgment (electronic-850 subscribers)
- Exhibit table and 2 chairs

### **GOLD SPONSOR LEVEL \$500**

- Approximately 3 minutes to introduce company or organization
- Table provided to share/distribute materials
- Sponsor provides snacks/refreshments
- Newsletter acknowledgement (1,000 subscribers)
- Announcement of sponsorship / recognition
- Program / Presenter selected by DAPS

### **GOOD NEIGHBOR LEVEL \$50**

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

## EDUCATIONAL SERIES LOCATIONS

### **DALLAS**

*10:45 light snacks served followed by program*

Preston Hollow United Methodist Church

6315 Walnut Hill Ln

Dallas, Tx 75230

214-363-4393

### **DUNCANVILLE**

*12:00 lunch followed by program*

First United Methodist Church

403 S. Main St.

Duncanville, Tx 75116

(Enter Ave C, Aldersgate Bldg.)

### **DENTON**

*12:00 lunch followed by program*

Denton Senior Center

509 N. Bell Ave.

Denton, Tx 76201

940-349-8720

### **MCKINNEY**

*11:30 lunch followed by program*

St. Michaels the Archangel

411 Paula Rd

McKinney, Tx 75069

972-542-4667



## **PARKINSON'S COMPREHENSIVE CARE INITIATIVE (PCCI)**

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 PD, while encouraging the importance of social engagement through classes like:

- Noncontact boxing
- Dance for PD
- Move. Laugh. Connect.
- Speech Classes
- Other support services such as:
  - Nutritional Education
  - Professional support groups for care partners & people with PD
  - Individual support

### **Platinum Level Sponsor - \$10,000**

- Sponsor logo and Link on DAPS website, as platinum sponsor for services provided under the PCCI umbrella
- Opportunity to share company material with participants receiving PCCI services

### **Gold Level Sponsor - \$7,500**

- Sponsor logo and Link on DAPS website as gold sponsor for services provided under the PCCI umbrella



## **COMMUNITY OUTREACH AND ENGAGEMENT SPONSORSHIP**

Community Outreach and Engagement is a critical element to providing services to both those in the professional field and those with Parkinson's disease. This sponsorship supports DAPS efforts to educate, provide important information, resources, and specific needs of individuals with PD. Sponsorship also allows DAPS to increase awareness, to our professional partners within the community including senior communities, medical professionals, churches, and other local organizations.

Reach: 5,000 plus individuals

### **Platinum Sponsor Level - \$5,000**

- Sponsor name and logo on DAPS brochure
- Community Outreach and Engagement presentations include sponsor name and logo
- Sponsor recognized in DAPS Community Outreach & Engagement services on website with logo and link

### **Gold Sponsor Level - \$4,000**

- Community Outreach and Engagement presentations include sponsor name and logo
- Sponsor recognized in DAPS Community Outreach & Engagement services on website with logo and link

### **Silver Sponsor Level - \$3,000**

- Sponsor recognized in DAPS Community Outreach & Engagement services on website with logo and link



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

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 2023.

Recipient: Susan Sterling, Ed.D.

*Susan Sterling Ed.D. Susan was hired at Cooper Clinic in 1983 where she developed one of the fitness industry's earliest group exercise certification programs. As Director of Education, she worked with law enforcement, the medical community, military, and many other industries in promoting exercise programs. Susan has authored over 70 articles in professional journals and received numerous awards including the "Outstanding Educator Award" and the prestigious "Healthy American Fitness Leaders Award" in Washington, D.C. in 1995. After Susan's husband was diagnosed with P.D., they created Move.Laugh.Connect. a comprehensive program used by the Cooper Clinic and DAPS throughout the Dallas area.*

### **\$5,000 Platinum Level Sponsorship**

- Premium Print and social media coverage through DAPS and Cooper Aerobics Center
- Lunch signage with sponsor name/logo
- Exhibit table to showcase sponsor products and services
- Sponsor name and logo on website, newsletter & program
- Podium recognition as a Platinum Event Sponsor
- Sponsor logo and link on website
- Event signage with sponsor name/logo
- Sponsor Passport for door prizes to encourage attendees to visit exhibits

### **\$3,000 Gold Level Sponsorship**

- Print and social media coverage through DAPS
- Exhibit table to showcase sponsor products and services
- Sponsor name and logo on website, newsletter & program
- Podium recognition as a Platinum Event Sponsor
- Sponsor logo and link on website
- Event signage with sponsor name/logo
- Sponsor Passport for door prizes to encourage attendees to visit exhibits



### **\$1,500 Silver Sponsorship**

- Exhibit table to showcase sponsor products and services
- Sponsor name and logo on website, newsletter & program
- Podium recognition as a Platinum Event Sponsor
- Sponsor logo and link on website
- Event signage with sponsor name/logo
- Sponsor Passport for door prizes to encourage attendees to visit exhibits

### **\$250 Bronze Sponsorship**

- Exhibit table to showcase sponsor products and services
- Sponsor name and logo in program



**Dallas  
Area  
Parkinson  
Society**

## **KEEP MOVING! SYMPOSIUM SPONSORSHIP LEVELS**

The Keep Moving! Symposium is a unique and free event offered to the PD community. The Symposium offers education, resources, and important new information to the PD community at one location. The symposium includes a light breakfast, lunch, and access to all programs throughout the day. This is an opportunity to showcase products and services. Comment from a 2022 attendee:

***I wanted to thank you and the staff at DAPS for an amazing job putting the symposium together. It is the best and most informative program with the most loving and supportive people including all the exhibitors and speakers and volunteers. We feel so blessed to be in the Dallas area and want to thank you from the bottom of our hearts for keeping us so well informed. - Care Partner in McKinney***

**Reach:** 200+ Participants (Specialists, Physicians, Parkinsonians, Caregivers and Volunteers)

**Date:** October 2023

**Lunch:** provided for 2 representatives

### **\$5,000 Sponsor – PLATINUM Level**

- 3 minutes in opening session to address attendees
- Premium media coverage through DAPS
- Sponsor name/logo listed on Valet signage (if applicable)
- Sponsor name/logo on print media and on DAPS website
- Sponsor name/logo listed on lunch signage
- One piece of collateral in event bag
- Sponsor name/logo on event bag
- Sponsor name/logo listed on event signage
- Sponsor name/logo listed in Symposium program
- Logo and link on the DAPS website leading up to the event
- Upper-level prime location for 6-foot table for marketing materials plus 2 chairs

### **\$3,000 Sponsor – GOLD Level**

- Sponsor name/logo on print media and on DAPS website
- Sponsor name/logo listed on select event signage
- One piece of collateral in event bag
- Sponsor name/logo on event bag
- Sponsor name/logo listed in Symposium program
- 6-foot table for marketing materials plus 2 chairs

## **\$2,000 Sponsor – SILVER Level**

- Sponsor name/logo on DAPS website
- One piece of collateral in event bag
- Sponsor name/logo on event bag
- Sponsor name/logo on select event signage
- Sponsor name/logo listed in Symposium program
- 6-foot display table for materials plus 2 chairs

## **\$1,000 Sponsor – BRONZE Level**

- Sponsor name/logo on event bag
- Sponsor name/logo on select event signage
- Sponsor name/logo listed in Symposium program 6-foot display table for materials plus 2 chairs

## **\$500 Sponsor – PARTNER Level**

- Sponsor name/logo on select event signage
- 6-foot display table for materials plus 2 chairs

## **\$250 Sponsor – FRIEND Level**

- Sponsor name only listed in Symposium program
- 6-foot display table for materials plus 2 chairs

## **\$50 Good Neighbor Level**

- For Non-profit organizations only
- 6-foot display table for materials plus 2 chairs

### **Payment deadline: August 28, 2023:**

#### **(\$500 levels and over)**

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

*\* On-site product sales are not permitted.*

*\* Space is limited. First come, first served.*



## MEDICAL ADVISORY ROUNDTABLE

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 PD community while identifying any unmet needs.

**\*\*LIMITED Sponsorship Availability\*\***

Reach: On average 6 to 8 Physicians, DAPS Medical Advisory Board and Board Members.

Date: November 2023

### **\$2,500**

- Time with the Physicians at event
- 3 minutes to speak to group about company
- Seat at the roundtable discussion
- Signage with Sponsor logo at event
- Sponsor logo on event agenda
- Newsletter recognition with Company logo and live link



## DAPS HOLIDAY LUNCHEON & Mike Miles Leadership Award

DAPS Holiday Luncheon invites members, instructors, and the Parkinson's community to join us for a holiday luncheon, volunteer recognition, and entertainment. The Mike Miles Leadership Award is presented to a community member who demonstrates exceptional leadership skills throughout the Parkinson's community. Each sponsor will have the opportunity to showcase products and services.

**Reach:** 100+ Participants (Specialists, Physicians, Parkinsonians, Caregivers and Volunteers)

**Date:** December 2023

### Sponsorship Package - \$500

- Podium announcement of sponsorship and recognition
- Newsletters thank you and recognition
- Exhibit table and 2 chairs



## 2023 Sponsorship Form

*Sponsor payments received first will receive priority for limited available sponsorships. Sponsor is responsible for submitting payments PRIOR to the date of sponsorship. If payment has not been received, sponsorship opportunities cannot be guaranteed. To secure a sponsorship opportunity, please provide proof of payment or credit card information.*

SPONSOR NAME: \_\_\_\_\_  
REPRESENTATIVE'S FULL NAME: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

CREDIT CARD NAME: \_\_\_\_\_  
CREDIT CARD NUMBER: \_\_\_\_\_  
CREDIT CARD EXP DATE: \_\_\_\_\_  
CREDIT CARD CCV: \_\_\_\_\_  
BILLING ADDRESS: \_\_\_\_\_

*If payments are made via credit card, we kindly request the amount reflect the 3% credit card processing fee.*

\$5,000 + 3% processing fee = \$5,150  
\$3,000 + 3% processing fee = \$3,090  
\$2,000 + 3% processing fee = \$2,060  
\$1,000 + 3% processing fee = \$1,030  
\$500 + 3% processing fee = \$515  
\$250 + 3% processing fee = \$258  
\$75 + 3% processing fee = \$77

*Mail checks and completed forms to:*

Dallas Area Parkinson Society  
6310 Lyndon B. Johnson Freeway, Suite 213, Dallas, TX 75240

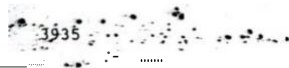


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DALLAS AREA PARKINSONISM SOCIETY  
6370 LBJ FREEWAY SUITE 170  
DALLAS TX 75240-6400



Employer Identification Number: 75-1652315  
Person to Contact: Ms Benja in  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Mar. 04, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in June 1979.

Our records also indicate that you are not a private foundation within the meaning of section 509(c) of the Code because you are described in section 509(c)(1) and 170(b)(1)(C)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.