

Everyday researchers are learning new facts about how the brain works. Newly approved drugs are widening the choice of therapies, and surgical procedures — such as deep brain stimulation (DBS) — are also helpful for appropriate candidates. New medications are under investigation, and government and private pharmaceutical company-sponsored clinical trials are being conducted throughout the country.

An international exchange of information, theories and concepts by renowned neurologists has resulted in important discoveries that give promise of a cure fairly soon ... we hope.

Help us *STOP* this progressive disease in its tracks. Become a sponsor today and help us **MOVE TOWARD A CURE one step at a time.**

OUR MISSION

The Mississippi Chapter of the American Parkinson Disease Association is dedicated to serving and empowering Mississippians and their families living with Parkinson's to lead a fulfilling life.

We share the APDA's mission, **"To Ease the Burden...To Find the Cure."**

What is Parkinson's Disease?

Parkinson's disease belongs to a group of conditions called motor system disorders. The disease is both chronic and progressive. Symptoms include slowness of movement, loss of balance and coordination, tremor, rigidity or stiffness and uncontrolled movements. As these symptoms become more pronounced, patients may have difficulty walking, talking, or completing daily tasks.

Parkinson's Disease Facts

- ◆ Approximately 3 million people in the U.S. have Parkinson's-like disorders, of those 1.5 million have been diagnosed with Parkinson's disease.
- ◆ 60,000 Americans are diagnosed every year.
- ◆ More than 30,000 Mississippians suffer from Parkinson's.
- ◆ Parkinson's is a progressive brain disorder resulting in a loss of dopamine production. Dopamine is a substance essential to normal brain activity.
- ◆ Symptoms may include slowness of movement, tremor, rigidity, loss of balance, "freezing in place," and softness of speech.
- ◆ Parkinson's affects all ages — and even some children. Most people with Parkinson's are 60 years old or older, but an estimated 20 percent are young adults under 50.



Parkinson's Disease Forum & Charity Race
5K Run/Walk & Mile Fun Run

Saturday

March 27, 2010

Lakeshore Park
at the Ross Barnett Reservoir



Join us in our race.....

"To Ease the Burden to Find the Cure"

Sponsorship Opportunities

Who We Are...

The Mississippi Chapter is one of 50 chapters operated by the American Parkinson Disease Association. The Chapter is an all volunteer organization. Its members include patients, family members, caregivers, and talented individuals within the business, medical and civic communities. The Chapter serves three main functions: increasing public awareness, providing education and patient outreach, and raising funds for research in the hope of finding the cause and cure for this disease.

Through the efforts of chapters, support groups and information and referral centers, **the APDA has contributed more than \$30 million to PD research and another \$25 million to patient and caregiver support.**

Sponsorship Response Form

The Visionary, Sponsor \$2500

- Name and Logo on MSAPDA Sponsor Recognition webpage with link to your company's website. *
- Name and Logo on MS Race Timing webpage with link to your company's website.
- Logo on Active.com event webpage
- Name & Logo in Newsletter **plus an article about your sponsorship**
- Logo on Event Banner *****
- Logo on event flyers/brochure & posters ***
- Logo prominently on event T-shirt
- Award Ceremony Certificate
- Opportunity to provide items to be placed in race packet
- Free registration for up to **10** participants w/free T-shirts



The Enthusiast, Sponsor \$1500

- Name and Logo on MSAPDA Sponsor Recognition webpage with link to your company's website.
- Name and Logo on MS Race Timing webpage with link to your company's website.
- Logo on event flyers/brochure & posters *****
- Logo **prominently** on event T-shirt
- Award Ceremony Certificate
- Opportunity to provide items to be placed in race packet**
- Free registration for up to **6** participants w/free T-shirts

The Patron, Sponsor \$500

- Name and Logo on MSAPDA Sponsor Recognition webpage with link to your company's website.*
- Logo on Event T-shirt
- Logo on Event brochure
- Award Ceremony Certificate**
- Free registration for up to **2** participants w/free T-shirts

Step up to Sponsorship and Move Toward a Cure for Parkinson Disease

*Name & Logo on MS APDA website w/link will stay up until December 31, 2010
 **Source:2007Cone Cause Survey—2007 PR Week/Barkley Cause Survey
 *** Art work for all printed material and sponsorship must be received by January 15, 2010

The Advocate, Sponsor \$2000

- Name and Logo on MSAPDA Sponsor Recognition webpage with link to your company's website. *
- Name and Logo on MS Race Timing webpage with link to your company's website.
- Logo on Active.com event webpage**
- Name & Logo in Newsletter**
- Logo on event flyers/brochure & posters ***
- Logo prominently on event T-shirt
- Award Ceremony Certificate
- Opportunity to provide items to be placed in race packet
- Free registration for up to **8** participants w/free T-shirts

Visionary, Advocate, and Enthusiast Sponsor get your name out through our media partners!!

The Benefactor, Sponsor \$1000

- Name and Logo on MSAPDA Sponsor Recognition webpage with link to your company's website.
- Name and Logo on MS Race Timing webpage with link to your company's website.**
- Logo on event flyer/brochure*****
- Logo on event T-shirt
- Award Ceremony Certificate
- Free registration for up to **4** participants w/free T-shirts

The Friend, Sponsor \$250

- Name and Logo on MSAPDA Sponsor Recognition webpage with link to your company's webpage
- Logo on event T-shirt
- Logo on event brochure
- 2 free T-shirts

FOR MORE INFORMATION CONTACT
Teresa Jones, President MS Chapter APDA
 601.506.2729
 teresa@msapda.org www.msapda.org

The Support, Sponsor \$100+

- Company Name listed on MS APDA website
- Free T-shirt

Organization _____

Contact Name _____

Mailing Address _____

City/State Zip Code _____

Phone _____

Email _____

Visionary \$2500 Patron \$500

Advocate \$2000 Friend \$250

Enthusiast \$1500 Support \$100+

Benefactor \$1000

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 Please Complete form & make checks payable to:
Mississippi Chapter
American Parkinson Disease Association
 Mail to:
 P.O. Box 5943, Brandon, MS 39047

Thank you for your support!

