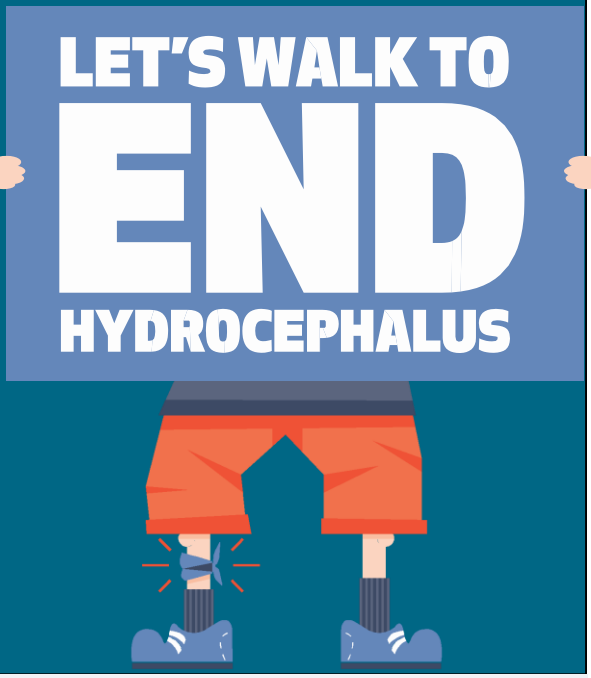
2017 New York City WALK to End Hydrocephalus

Brooklyn Bridge

Over 40 event locations throughout the United States and growing!



SPONSORSHIP OPPORTUNITIES

Hydrocephalus Association

What is Hydrocephalus?

Hydrocephalus is caused by an imbalance in the production of, and absorption of, cerebral spinal fluid in the brain. The fluid accumulates, placing the brain under pressure. The only treatment involves brain surgery – most often to insert a medical device called a shunt to drain the excess fluid. But a shunt is not a cure. Having a shunt often results in multiple brain surgeries for a single patient – dozens are common, 100+ is not rare.

Hydrocephalus is the leading reason for brain surgery in children in the U.S. Shunts have a 50% failure rate in children within the first two years of placement. What is less well known is that anyone can get hydrocephalus at any age due to a brain injury, infection, tumor, or for unknown reasons.

- **More than one million people in the U.S. live with hydrocephalus, including children, teenagers, and adults.**
- **There are an estimated 700,000 seniors living with normal pressure hydrocephalus, a form of hydrocephalus that often is often misdiagnosed as Alzheimer's or Parkinson's disease.**
- **Every 15 minutes, someone in the U.S. has brain surgery related to hydrocephalus.**

Hydrocephalus has NO CURE and desperately needs funded research to ensure that everyone impacted by this condition receives the best medical care possible. Since 2009, the Hydrocephalus Association (HA) as committed $4.5 million to research, and by 2020 we plan to commit an additional $11 million. However, we cannot do it alone. We need dedicated community partners, like you, to join us in this fight and end Hydrocephalus.

Become a Corporate Sponsor

When you become a corporate sponsor, you join a community of valiant companies that share the HA's vision of a world without hydrocephalus. Together, we will improve the lives of more than one million people living with this devastating neurological condition.

For more than 33 years, the Hydrocephalus Association has had one mission: to end hydrocephalus and improve the lives of those living with the condition. Through our annual WALK to End Hydrocephalus, we enable our supporters to personally take action in the mission.

With your help, we aim to raise $100,00 in NYC in 2017, 70% of which is expected to result from walk participant fundraising efforts. These vital funds will go towards cutting-educe research, increased advocacy, and ongoing support and education to patients, their families, and medical professional across the country.

Supporting the WALK to End Hydrocephalus enables your company to be affiliated with the leader in the hydrocephalus movement. You can reach thousands of passionate HA supporters. It's a perfect opportunity to build brand loyalty, attract new customers, and showcase your commitment as a caring corporate citizen.

WHAT DOES THIS COLLABORATION OFFER TO YOUR COMPANY?

Depending on the level of engagement, WALK sponsors may receive:

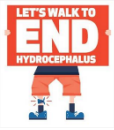
- On-site presence and opportunity to speak to our Walk participants and attendees.
- Visibility on HA's national website and also on the local NYC WALK website.
- Brand exposure in WALK collateral, including 1,000+ brochures, posters, and save-the-dates
- Inclusion in HA marketing campaigns (email, social media, PR events, and press).
- Company logo on 500+ WALK t-shirts.

WHAT ELSE CAN MY EMPLOYEES AND I DO TO HELP?

- Form a company team that supports employee teambuilding and improved corporate moral.
- Host a "Take Steps Contest" or "Wear Teal" Day or other fun event to boost team fundraising efforts.
- Create a team t-shirt and compete for prizes for your whole team.

NYC WALK LOCATION AND ROUTE:

The NYC walk will commence at Cadman Plaza Park - north lawn in Brooklyn, NY. Walk participants will venture across the Brooklyn Bridge towards Manhattan and turn around before hitting the Island. The walk will end back at Cadman Plaza Park where post event activities will ensue.

WALK to End Hydrocephalus Sponsorship Levels/Benefits	Presenting ($25,000)	Platinum ($15,000)	Gold ($10,000)	Silver ($5,000)	Bronze ($2,500)
Recognized as presenting sponsor on the cover of all WALK brochures (e.g. *2017 WALK to End Hydrocephalus Presented by ABC Company*)					
Sponsor recognition on the cover of all WALK to End Hydrocephalus brochures					
Sponsor recognition on inside panel of all WALK to End Hydrocephalus brochures					
Invitation to participate in ribbon cutting ceremony starting the WALK					
Opportunity to speak during Opening Ceremonies					
Recognition as a sponsor from the WALK stage multiple times throughout the day					
Corporate Tent to distribute product or promotional materials (*sponsor provided and staffed)*					
Sponsorship recognition in all press releases and information distributed to the media					
Signage at pre and post Walk events, as applicable (*sponsor provided)*					
Sponsor banner(s) prominently displayed at WALK to End Hydrocephalus site (*sponsor provided*)					
Logo placement on all WALK to End Hydrocephalus collateral distributed, including (T-shirts, save-the-dates, invitations, brochures, posters, etc.)					
Corporate logo placement on all WALK websites, Facebook and Twitter pages					
Corporate logo and link to sponsor website on email communications					
Special corporate drafted message emailed to participants pre and post event					
Recognition as sponsor on social media postings	Weekly*	Every other Week*	2 times pre-event	2 times pre-event	1 time pre-event
Sponsorship signage displayed along WALK route and in activity area	**10**	**8**	**6**	**4**	**2**
Logo placement on event signage along WALK route (mission message signs)					

Tailor-made Sponsorships

The Hydrocephalus Association is happy to work with you to create a mutually benefiting tailor-made sponsorship proposal that satisfies your budget and company needs.

Unique sponsorship opportunities that may provide the recognition that matters most to your business:

AmeriBrain Exhibit | Ambassador Avenue | Start/Finish Line | Site Opportunities *(Stage, Food tent, etc.)*

Ask about HA's Tailor-made WALK Day Sponsorship Opportunities!

Thank you to last year's NYC WALK Sponsors!

National Sponsors: Medtronic | Codman DePuys | Aesculap | Sophysa
Local Sponsor: Carnegie

Corporate Teams

Creating a Corporate Team offers your employees and their families a chance to enjoy a fun, team-building experience and to be involved in a community service effort all-in-one event! It's a great way to create healthy competition for employees across different divisions of your company. Once you register your corporate team, your own company team web page will be generated, where you can display your logo and information about your company/organization, with inspirational messages to show your support. Employees register for your corporate team, set their individual fundraising goals, and start raising money for the Hydrocephalus Association online. Contact us today to inquire about starting a corporate team. Visit www. Hydroassoc.org/WALK to start your team today!

2016 WALK to End Hydrocephalus Results:

U.S. Locations:	**39**
Participants:	**11,600**
Volunteers:	**1,200**
Amount Raised:	**$1.6 Million**

Sponsorship Commitment Form

Please specify your sponsorship support.

Presenting Sponsorship ❒ ($25,000)	Platinum Sponsorship ❒ ($15,000)	Gold Sponsorship ❒ ($10,000)	Silver Sponsorship ❒ ($5,000)	Bronze Sponsorship ❒ ($2,500)

Company Information:

List this information exactly as it should appear in all WALK materials.
Please print clearly to ensure that published information is correct.
Please complete the following information:

Contact Name _____

Title _____

Company _____

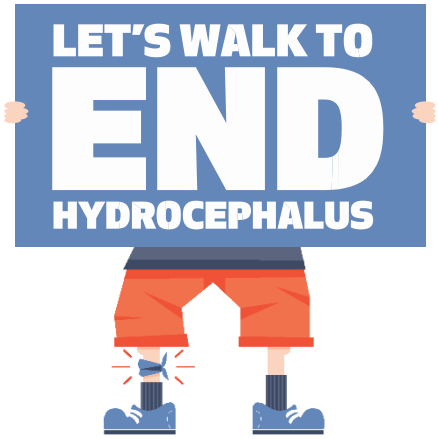
Address _____

Telephone _____ Fax _____

Payment Information:

(Payment is due by November 15, 2017)

☐ Check/Money order enclosed for $ _____.
☐ We cannot sponsor at this time. Please accept a donation of: $ _____



Please mail form and check to:

The Hydrocephalus Association
ATTN: Memory Kershaw - WALK Department
4340 East West Highway, Suite 905
Bethesda, MD 20814
HA's Federal Tax I.D. number is 94-3000301

☐ Please invoice us at the above address for $ _____

Credit Card Payment Information:

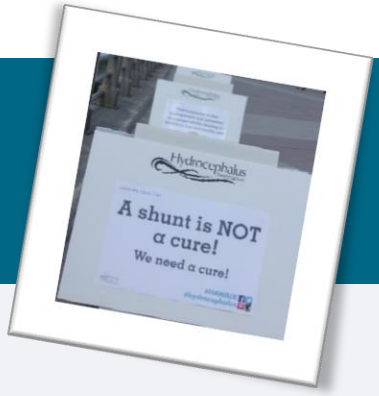
Name on Card:_____ Expiration Date:_____

Account Number: _____ CCV Code:_____

Although HA will endeavor to deliver all sponsorship benefits possible, some benefits for all levels may not be available depending upon date of the sponsorship commitment (e.g., printing deadlines, date of Family Teams Kickoff event, etc.). Sponsor recognition shall comply with [name of venue] timeline and regulations.

To learn more about how to become a partner with the Hydrocephalus Association
Please contact: **Randi Corey**
Telephone: (240) 483-4605 • Toll Free (888) 598-3789 • Fax: 301-202-3813
Hydrocephalus Association • 4340 East West Highway, Suite 905 • Bethesda, MD 20814
Website: www.hydroassoc.org • Email: WALK@hydroassoc.org

The Hydrocephalus Association



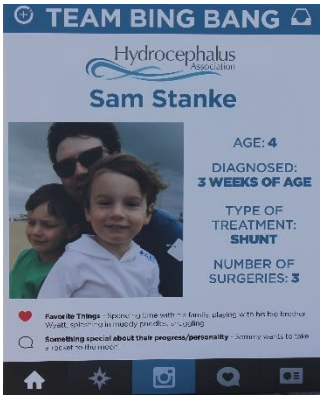
MISSION

The mission of the Hydrocephalus Association is to promote a cure for hydrocephalus and improve the lives of those affected by the condition.

The Hydrocephalus Association will accomplish this by collaborating with patients, caregivers, researchers and industry, raising awareness, and funding innovative, high-impact research to prevent, treat and ultimately cure hydrocephalus.

WHO WE ARE

Started in 1983 to provide support families living with the challenges of hydrocephalus, the Hydrocephalus Association (HA) has developed into the nation's largest and most respected organization devoted exclusively to hydrocephalus, providing education and support services to individuals with hydrocephalus and their families. Several years ago, the Association's leadership, concerned with the lack of research around clinical outcomes of hydrocephalus and its underlying causes, began planning to expand HA's mission to go beyond education and support. In 2009 HA formally added "funding research" to its mission. Since that time, HA has become the largest non-profit, non-governmental funder of hydrocephalus research in the U.S. HA is making progress along many promising paths toward better treatment options and a cure. For those living with hydrocephalus and those who love them, HA is the best hope for finding a cure.



HA is funding a cure…one WALK at a time!

Hydrocephalus Association

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