
PARKINSON SOCIETY SOUTHWESTERN ONTARIO

2021

CORPORATE
PARTNERSHIP
OPPORTUNITIES

pssso.ca / 1-888-851-7376 / info@pssso.ca

AWARE IN CARE

The Aware in Care kit is designed to protect, prepare and empower people with Parkinson's before, during and after a hospital visit. Each kit contains tools and information to help plan for the next hospital stay – whether it is a planned visit or an emergency.

1.5

**TIMES MORE FREQUENT
HOSPITAL VISITS**

People living with Parkinson's need to be equipped as they face hospital visits more often than someone without PD.

\$5,000

INVESTMENT

Your investment into this program will allow us to update resources, ensure that the materials being provided are the most useful for hospital stays and will ensure people are equipped.

COMPANY RECOGNITION

- Company logo and branded material inside the kit (provided by sponsoring company)
 - Company logo featured in Parkinson's Update Magazine
 - Company logo featured on Parkinson's Partners webpage with link to company website
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PEP

The Parkinson Education Program (PEP) for Community Caregivers is an introductory eight-module online educational series offered by Parkinson Society Southwestern Ontario. This program is aimed at caregivers (e.g., nurses, personal support workers, allied health professionals) who provide care to individuals living with moderate to severe Parkinson's. The program is ideal for healthcare professionals working in community settings (e.g., home health care, retirement homes, long-term care homes and hospitals) caring for those living with Parkinson's.

12,500

PEOPLE IN LONG TERM CARE

Over 12,500 people with Parkinson's are living in long term care facilities and need to be properly taken care of.

\$5,000

INVESTMENT

Your investment into this program will allow us to create more awareness of the program, educate more healthcare professionals and ultimately ensure people living with Parkinson's are taken care of better.

COMPANY RECOGNITION

- Company logo featured in the Parkinson's Update Magazine
 - Company logo featured on our Parkinson's Partners webpage with direct link to company website
 - Company logo on completion certificate that each participant receives
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GETTING CONNECTED

The Parkinson's Referral Program provides people with Parkinson's and their carepartners the information and support services they need, want and deserve at any time during the disease's progression. Ultimately, the Parkinson's Referral Program bridges the gap in the system and aims to help clients healthcare professionals by connecting them to one main source of information, support and community resources.

56%

OF PEOPLE WITH PARKINSON'S
ACCESS SUPPORT

This means just under half of people living with Parkinson's do not have access to support services. This needs to change.

\$1,000

INVESTMENT

Your investment will help us continue to make resources available to healthcare professionals to ensure that their clients are provided referrals to our organization.

COMPANY RECOGNITION

- Opportunity to provide an article to include in the Getting Connected Package
 - Company logo featured in our Parkinson's Update Magazine
 - Company logo featured on our Parkinson's Partners webpage with direct link to company website
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EXERCISE GROUPS

We know how important it is for people with Parkinson's to keep active as a way to manage some of the symptoms that come with a diagnosis of Parkinson's Disease. That is why we are committed to helping to provide seed funding to exercise programs across Southwestern Ontario to bring more opportunities to more people across our region.

2.5

**HOURS OF EXERCISE PER WEEK
SLOWS PROGRESSION**

Parkinson's is a progressive neurological disorder. Increasing exercise to 2.5 hours each week can help to slow the decline in quality of life.

\$3,000

INVESTMENT

Your investment into our exercise program will allow our organization to connect with more community programs, provide access to more people and also encourage a variety of activity so everyone finds a form of exercise that can work for them.

COMPANY RECOGNITION

- Company logo featured on our Parkinson's Partner webpage with direct link to company website
 - Opportunity to attend a local session to see the impact of your partnership
 - Company name and information included in media release to announce funding
 - Company logo featured in Parkinson's Update Magazine
 - Opportunity to provide one swag item (per year) to participants (at sponsor cost)
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SUPPORT GROUPS

Parkinson Society Southwestern Ontario offers groups in 24 communities. These groups are led by volunteer facilitators. In some communities there are several support groups to meet diverse needs. People with Parkinson's, carepartners and family members attend support group meetings. This support will help us ensure that each support group has the resources they need to support their members through education and activities.

50%

OF PEOPLE FEEL ISOLATED AS A
RESULT OF HAVING PARKINSON'S

Ensuring that everyone living with Parkinson's has access to a community of support is essential.

\$2,500

INVESTMENT

Your investment into support groups will allow us to help people connect with a group, ensure each group has a committed and qualified facilitator, provide a meeting space as required and share resources with the groups.

COMPANY RECOGNITION

- Company logo featured in the Parkinson's Update Magazine
 - Company logo featured on our Parkinson's Partners webpage with link to company website
 - Company recognition of support by group facilitator
 - Inclusion in Facilitator Update email, sent monthly for facilitators to forward to group members
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SPEECH & LANGUAGE

People living with Parkinson's often experience the symptom of weakening speaking volume and clarity. Group sessions through speech and language and music programs, led by speech and language pathologists along with music therapists, provide an opportunity to learn and practice skills for louder, clearer speech. Participants gain confidence and the ability to continue to advocate for themselves.

80%

**OF PEOPLE SAY THEY HAVE LOST
CONFIDENCE**

The ability to speak for yourself is taken for granted. Issues with slurring, mumbling, heavy breathing and swallowing can impact people with Parkinson's and their ability to communicate. This contributes to a loss of confidence.

\$4,500

INVESTMENT

Your investment into speech and language programs will allow us to offer Spring and Fall programs led by a speech and language pathologist and/or music therapist. This is an amazing opportunity for clients to work to strengthen their ability to communicate and advocate for themselves.

COMPANY RECOGNITION

- Company logo featured in the Parkinson's Update Magazine
 - Recognition at the start and completion of the program (spring & fall)
 - Opportunity to join in a session to see the impact of your investment
 - Company logo featured on our Parkinson's Partners webpage with link to company website
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PARKINSON'S UPDATE MAGAZINE

The Parkinson's Update Magazine is a semiannual resource full of helpful education and resources for people living with Parkinson's Disease. Our goal for every issue is to work to meet the most popular questions we receive and provide updates to clients that include but are not limited to research, new programs, community programs and more. This resource is very much appreciated and coveted by those who receive it.

\$15,000

Your investment in this resource will pay for one edition of the update Magazine

INVESTMENT

COMPANY RECOGNITION

- Full page, full colour company profile and article in the newsletter with a front page feature note
- Company logo featured on page one with note of thanks
- Company logo / note of thanks throughout the magazine
- Company logo featured on our Parkinson's Partners webpage with direct link to company website

Alternatively, place an ad in the Parkinson's Update Magazine. It is circulated to over 4,000 homes and businesses across Southwestern Ontario and we receive regular feedback about how appreciated the resource is.

- Full Page Ad, Full Colour; \$500
 - ½ Page Ad, Full Colour; \$250
 - ¼ Page Ad, Full Colour; \$125
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ADVOCACY - MARKETING & AWARENESS

Parkinson's Disease is still one of the most misunderstood diseases. We are working hard to bring it to the forefront and help people understand what a Parkinson's Diagnosis means. To do this, we need to regularly update and refresh our materials. Many of our current display boards and banners are over 5 years old. We also have been working to make better use of newer marketing techniques such as video. In today's marketing standards, our materials are out of date

\$10,000

INVESTMENT

Your investment will help us keep up to date with current marketing trends and to ensure we are seen and not left behind.

COMPANY RECOGNITION

- Company logo featured on our Parkinson's Partners webpage with direct link to company website
 - Company logo featured in the Parkinson's Update Magazine
 - "Proudly supported by (name of company/logo)" placed on all banners and displays
 - "Proudly supported by (name/company logo)" placed on the end title of video
 - Op Ed piece in Update Magazine (subject to PSSO editing)
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STUDENT GRADUATE PROGRAM

Parkinson Society Southwestern Ontario Graduate Student Scholarship Program is a strategic initiative to encourage young scientists to enter the field of Parkinson's research and to invest in research and training that offers promise for future work in the area of Parkinson's Disease. PSSO provides awards up to \$25,000 CDN to outstanding graduate students who meet the eligibility criteria of the Program and who have been approved by the Program's Adjudication Committee.

\$10,000 - \$25,000

INVESTMENT

Your investment into this program ensures future support for people living with Parkinson's Disease as well as investment in our young people to be the difference makers of tomorrow.

COMPANY RECOGNITION

Depending on the level of partnership, different benefits are available:

- Opportunity to present the award to the winner
 - Company name, quote and information included in media release
 - Company logo featured on our Parkinson's Partners webpage with direct link to company website
 - Full page feature in newsletter featuring company, winner and a write up of the winner's thesis
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GRANT PROGRAM

Regularly, we receive requests from researchers and other industry professionals to help them with projects they're working on. Our funds are primarily spent on programs and services to meet the needs of people living with Parkinson's Disease today. We would love to be able to open to applications each year to fund up and coming projects and research initiatives to continue to move the needle on what is known and understood about Parkinson's Disease.

\$10,000 - \$25,000

INVESTMENT

Your investment into this program allows us to do more. There is so much more to discover and to learn about Parkinson's and vital research projects need investment if we are going to see future change in diagnosis, support and hopefully one day, a cure.

COMPANY RECOGNITION

Depending on the level of partnership, different benefits are available:

- Opportunity to present the award to the winner
 - Company name, quote and information included in media release
 - Company logo featured on our Parkinson's Partners webpage with direct link to company website
 - Full page feature in newsletter featuring company, researcher and a write up of the grant proposal
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