



**Walking for Prader-Willi Syndrome 2020
Sponsorship Letter
Presented by Prader-Willi California Foundation**



Dear PWCF Supporter:

Imagine never feeling full no matter how much you eat, and needing constant supervision to prevent you from eating yourself to injury or death. This is the life of a person with Prader-Willi Syndrome (PWS). The Prader-Willi California Foundation is the only organization in California exclusively dedicated to supporting persons with PWS. Our vision is that everyone with PWS can Live a Full Life Without Limits.

We would like to thank you for your past support and also offer the opportunity to sponsor our 2020 Walking for Prader-Willi Syndrome Events in **San Diego on April 4th, Long Beach on May 3rd, and San Francisco on May 9th, 2020.**

Prader-Willi Syndrome (PWS) is a non-inherited, life-long, life-threatening genetic disorder that causes a myriad of serious symptoms, including but not limited to severe muscle weakness, delayed developmental milestones, emotional and behavioral problems, and hyperphagia – an unrelenting, physiological drive to eat and an inability to feel satiated after eating. **Prader-Willi California Foundation** (www.pwcf.org) is a non-profit, charitable corporation whose goal is to provide parents and professionals a statewide network of information, advocacy, and support services to expressly meet the needs of children, youth and adults with PWS.

Our annual Walking for Prader-Willi Syndrome Events are awareness events and our largest annual fundraiser. Last year over 700 people attended our walks, and many more participated online. The money raised supports crucial programs for California families such as:

Advocacy Services: Assistance in obtaining appropriate school, medical and state services; residential, vocational and educational training

Medical Clinics: Grants to support PWS interdisciplinary specialty clinics in public hospitals in the state of California

PWS Summer Camp: PWCF partners with Easterseals to provide the only PWS specific camp week in California

Family Support: Support Group Meetings, Educational Conferences and Workshops, Educational DVDs and Brochures

In addition to being a great fun-filled day, our walks are a fantastic way to market your company. We invite you to support this worthwhile effort through your sponsorship, while reaching hundreds of potential consumers.

*Prader-Willi California Foundation is a 501(c)(3) non-profit charitable organization.
All gifts are tax-deductible to the extent permitted by law.
Federal Tax Identification Number 95-3480752*

1855 First Avenue | Suite 201 | San Diego, CA 92101

310.372.5053 | 800.400.9994 Within CA | Fax 310.372.4329 | info@pwcf.org | www.PWCF.org

Past sponsors for PWCF's events include companies such as Soleno Therapeutics, Millendo Therapeutics, Levo Therapeutics, The Sleep Apnea Girl, Jersey Mikes, Princess Cruises and others.

Each sponsor level is per Walk site. We encourage you to sponsor all three Walk sites to obtain the maximum reach for your company, or choose one site if you prefer to reach a more regional audience.

Sponsorship opportunities:

| | |
|--|-----------|
| ● Flagship Sponsor | - \$5,000 |
| ● Platinum Sponsor | - \$2,500 |
| ● Gold Sponsor | - \$1,000 |
| ● Silver Sponsor | - \$500 |
| ● Bronze Sponsor | - \$250 |
| ● Additional Sponsor opportunities (Contact us). | |

Please see the attached pages for the specifics of each level. Any donation will be greatly appreciated! PWCF is classified as a non-profit 501(c)(3) tax-exempt organization with Federal Tax ID # 95-3480752, and as such all donations are tax deductible.

We value your help in making this important event a great success. If you have any questions, please do not hesitate to call Emily Dame at 310-372-5053 or email at emilyd@pwcf.org. Thank you for considering supporting the Prader-Willi California Foundation.

Sincerely,



Emily Dame, M.Ed.
Executive Director
Prader-Willi California Foundation
An Affiliate of Prader-Willi Syndrome Association (USA)
1855 First Ave, Suite 201
San Diego, CA 92101
Phone: 310-372-5053
Fax: 310-372-4329
emilyd@pwcf.org
www.PWCF.org

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Sponsorship Opportunities

Flagship Sponsor: \$5,000

- Presenting sponsor with name & logo on front of T-shirts provided at all walks
- Banner presenting the sponsor displayed prominently within the walk course or event village
- Special announcement of company at start of Walk with representative present
- Table provided at the event village
- Name listed on website, announced on social media, and included on the Event Sponsor Banner
- Can provide 1 giveaway or promo material for walkers
- 10 Walker Registrations

Platinum Sponsor: \$2,500

- Sponsor with name & logo on back of T-shirts provided at all walks
- Banner presenting the sponsor at refreshment booth within the walk course
- Table provided at the event village
- Name listed on website, announced on social media, and included on the Event Sponsor Banner
- Can provide 1 giveaway or promo material for walkers
- 8 Walker Registrations

Gold Sponsor: \$1,000

- Sponsor with name & logo on back of T-shirts provided at all walks
- Banner presenting the sponsor at one activity area in the village
- Table provided at the event village
- Name listed on website, announced on social media, and included on the Event Sponsor Banner
- Can provide 1 giveaway or promo material for walkers
- 4 Walker Registrations

Silver Sponsor: \$500

- Table provided at the event village
- Name listed on website, announced on social media, and included on the Event Sponsor Banner
- Can provide 1 giveaway or promo material for walkers
- 2 Walker Registrations

Bronze Sponsor: \$250

- Name listed on website, announced on social media, and included on the Event Sponsor Banner
- Can provide 1 giveaway or promo material for walkers
- 1 Walker Registration

Additional Sponsor Opportunities:

Contact PWCF for more info at 310-372-5053 or emilyd@pwcf.org

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Sponsor Registration Form

Walking For Prader-Willi Syndrome 2020

San Diego

Saturday, April 4, 2020
Balboa Park, West side
Just north of 6th Ave and
Laurel St.

Long Beach

Sunday, May 3, 2020
El Dorado East Reg. Park
7550 East Spring St.
Long Beach, CA 90815

San Francisco

Saturday, May 9, 2020
Little Marina Green
800 Marina Blvd.
San Francisco, CA 94123

***Fees must be submitted by March 27th, 2020**

Organization Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Person: _____

Contact Email: _____

Choose Which Locaiton(s) & Sponsorship Level:

| | | | | | |
|----------------|----------|----------|------|--------|--------|
| San Diego: | Flagship | Platinum | Gold | Silver | Bronze |
| Long Beach: | Flagship | Platinum | Gold | Silver | Bronze |
| San Francisco: | Flagship | Platinum | Gold | Silver | Bronze |

We plan to send materials/give-aways ahead of time: **Yes** **No**

We plan to set up an information table at the event: **Yes** **No**

Note: It is the sponsor's responsibility to bring their own signage/banners for their table, and to submit a high-resolution copy of their name/logo to EmilyD@pwcf.org **no later than March 2nd if the logo is to be included on the t-shirt** provided to all walkers at all three events.

Do you intend to send a Team of Walkers to the event?: **Yes** **No**

(Note: Extra walker registrations above those provided per level can be purchased \$30 each)

Walker Names

____ Donation to PWCF = \$ _____

____ Sponsorship (see attached) = \$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

Checks Payable to:

PWCF

1855 First Ave, Suite 201
San Diego, CA 92101

Or Pay Online: www.pwcf.org

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