



Parkinson Association  
*of the* Rockies

[www.parkinsonrockies.org](http://www.parkinsonrockies.org)

Dear Friend,

Did you know over 17,000 people are diagnosed with Parkinson's Disease in Colorado? Parkinson's Disease is diagnosed 6 times more often than Multiple Sclerosis, with an estimated 1.5 million people affected in the United States alone. It strikes young athletes, as in the case of former Colorado Rockies baseball catcher Ben Petrick and Colorado's own Olympic cyclist, Davis Phinney.

Fame, as in the case of Michael J. Fox and Muhammad Ali, does not grant immunity from PD. The fact is that without a cure, Parkinson's will continue to affect the famous and the average citizen alike. Millions around the globe, and possibly someone close to you, will continue or be newly faced with having their lives turned upside down because of PD.

The Parkinson Association of the Rockies (PAR) is the premiere resource in the Rocky Mountain region for Parkinson-related information and services. At PAR, our focus is on ensuring a better quality of life for patients and caregivers. Patients and their caregivers rely on PAR for information and one-on-one support. The healthcare community relies on PAR for its commitment to patient care and its dissemination of information. The community relies on PAR for its support of those who have the disease and its support for those whose quest is to one day find a cure for Parkinson's. In turn, PAR relies on the generosity of individuals, businesses, and organizations for generous contributions and grants to provide its valuable programs and services to as many individuals as possible.

In 2009, PAR will host two special events aimed at raising awareness of the disease. On Father's Day, June 21, the 7th annual **Shake, Rattle & Stroll** 5k/1k walk will take place in Denver's Washington Park. It's a chance for people to come together to show their support for the PAR mission and to take part in what is now considered the single most important thing a PD patient can do to help themselves fight the disease—exercise. In the fall, PAR will host its 2nd annual **Shakin', not Stirred** fundraiser. Individuals and the business community recognize an outstanding individual whose philanthropy and community involvement has made a difference.

We invite you to become an **annual partner** of the Parkinson Association of the Rockies. We offer many levels of partnership, all of which will highlight your business and services to the community. Every level of partnership offers rolling benefits throughout a 12 month period, including articles highlighting your business in the PAR newsletter, a link to your business on our website and complimentary tickets to each of PAR's special events.

On behalf of PAR and the community we serve, I hope you will become a valuable partner with us to one day find a cure for this disease. If you have any questions regarding the partnership opportunities, please call me at (303) 830-1839.

Sincerely,

Rick Schwartz  
PAR Board President

# Parkinson Association of the Rockies Programs

Provided at no cost to those affected by Parkinson's Disease

## Education and Outreach Programs

- **Newsletter:** A quarterly publication reporting Parkinson Disease related news. Mailed to individuals and healthcare providers throughout Colorado, Wyoming and Nebraska.
- **PD101: An Education Series for the Newly Diagnosed:** A lecture series designed for individuals who have been recently diagnosed or for those who want to learn more about Parkinson's Disease.
- **Website, [www.parkinsonrockies.org](http://www.parkinsonrockies.org):** A continually updated information resource for all those interested in Parkinson's disease. The site receives over 25,000 hits annually.
- **Lending Library:** More than 300 titles in books, audiocassettes and video/DVDs concerning all aspects of Parkinson's Disease.
- **Information and Referral Hotline:** Staffed by a licensed clinical social worker, the hotline receives hundreds of calls each year.
- **Educational Literature:** A series of publications concerning Parkinson's Disease that describes care-giving, medication, coping, exercise, and diet, available at no cost.

## Direct Care Services Program

- **Case Assessment Manager:** A licensed clinical social worker conducts in-home evaluations at Parkinson patients' request. Evaluations include: identifying home modifications, useful products and helpful activities to make daily living easier and safer for those affected with the disease.
- **Support Groups:** 32 support groups meet in Colorado, Wyoming and Nebraska.
- **Medical Equipment Loan Program:** Provides and maintains 200 pieces of medical equipment, including wheelchairs, specialized walkers, canes, bedpans, and more at no cost.
- **Exercise Programs:** Exercise classes designed specifically for Parkinson's patients facilitated by certified trainers and yoga instructors. Classes are provided throughout the Denver metropolitan area.

Parkinson Association of the Rockies  
presents  
*Shake, Rattle & Stroll*



**Father's Day!**  
**Sunday, June 21, 2009**

*Shake, Rattle & Stroll* is a 5k/1k walk that raises funds to benefit the more than 17,000 people affected by Parkinson's Disease living in Colorado and the Rocky Mountain region. Hundreds of people show their support by walking or contributing on behalf of the Parkinson Association of the Rockies. Over 10,000 people will be reached through direct marketing, promotional materials, and media outlets.

Parkinson Association of the Rockies  
presents  
*Shakin', not Stirred*



***Shakin', not Stirred*** is an event where individuals and members of Denver's business community come together to recognize an outstanding member of the community whose philanthropy and community involvement has made a difference. This individual is presented with the Steward of the Community Award.

# Parkinson Association of the Rockies

## Partnership Opportunities

### \$20,000 Annual Benefits Include:

- Corporate/organization name on all Parkinson Association of the Rockies (PAR) printed materials, including letterhead, brochures, newsletter, etc., distributed to over 10,000 individuals throughout Colorado, Wyoming and Nebraska.
- A link to your website in PAR's bi-weekly electronic news blasts reaching 36,000 people annually.
- Acknowledgement throughout the year in all media campaigns, including press releases, online, and direct mail promotions
- Company banner displayed at PAR events.
- Company name on all golf carts used at *Shake, Rattle & Stroll*.
- Column space available in each of our quarterly newsletters to promote your organization and its partnership with PAR.
- Opportunity to provide branding merchandise in event gift bags
- Exhibit booth staffed by partner.
- Two tables of ten at annual *Shakin', not Stirred* event.
- Six annual memberships to PAR.
- Monthly exercise or yoga class brought to your company for up to 25 employees to improve balance, flexibility, build strength and better health.
- Free registration for two teams of ten each at *Shake, Rattle & Stroll*.

# Parkinson Association of the Rockies

## Partnership Opportunities

### \$10,000 Annual Benefits Include:

- Corporate/organization name on all Parkinson Association of the Rockies (PAR) printed materials, including letterhead, brochures, newsletter, etc, distributed to over 10,000 individuals throughout Colorado, Wyoming and Nebraska.
- A link to your website in PAR's bi-weekly electronic news blasts, reaching 36,000 people annually.
- Acknowledgement throughout the year in all media campaigns, including press releases, online, and direct mail promotions.
- Company banner displayed at PAR events (banner to be provided by company).
- Column space available in two of our quarterly newsletters to promote your organization and its partnership with PAR.
- Opportunity to provide branding merchandise in event gift bags.
- Exhibit space staffed by partner.
- Two tables of eight at annual *Shakin', not Stirred* event.
- Four annual memberships to PAR.
- Free registration for one team of ten at *Shake, Rattle & Stroll*.

# Parkinson Association of the Rockies

## Partnership Opportunities

### \$5,000 Annual Benefits Include:

- Corporate/organization name on all Parkinson Association of the Rockies (PAR) printed materials, including letterhead, brochures, newsletter, etc., distributed to over 10,000 individuals throughout Colorado, Wyoming and Nebraska.
- A link to your website in PAR's bi-weekly electronic news blasts, reaching 36,000 people annually.
- Acknowledgement throughout the year in all media campaigns, including press releases, online, and direct mail promotions.
- Opportunity to provide branding merchandise in event gift bags.
- Company banner displayed at PAR events.
- Exhibit space staffed by partner.
- Four tickets to annual *Shakin', not Stirred* event.
- Registration for team of five at *Shake, Rattle & Stroll*.

# Parkinson Association of the Rockies

## Partnership Opportunities

### \$2,500 Annual Benefits Include:

- Corporate/organization name on all Parkinson Association of the Rockies (PAR) printed materials, including letterhead, brochures, newsletter, etc, distributed to over 10,000 individuals throughout Colorado, Wyoming and Nebraska.
- A link to your website in PAR's bi-weekly electronic news blasts reaching 36,000 people annually.
- Acknowledgement throughout the year in all media campaigns, including press releases, online, and direct mail promotions.
- Opportunity to provide branding merchandise in event gift bags.
- Exhibit booth staffed by partner.
- Two tickets to annual *Shakin', not Stirred* event.
- 4 free registrations at *Shake, Rattle & Stroll*.

# Parkinson Association of the Rockies

## Partnership Opportunities

### Annual Health Partner

This partnership is available to individual health care providers.

#### \$1,000 Annual Benefits Include:

- Corporate/organization name on all Parkinson Association of the Rockies (PAR) printed materials, including letterhead (if space remains available), brochures, newsletter, etc., distributed to over 10,000 individuals throughout Colorado, Wyoming and Nebraska.
- A link to your website in PAR's bi-weekly electronic news blasts, reaching 36,000 people annually.
- Name listed displayed at PAR events.
- Two tickets to annual *Shakin', not Stirred* event.
- Two registrations at *Shake, Rattle & Stroll*

# Parkinson Association of the Rockies

## Partnership Commitment Information

Please check the desired level	Partnership level
_____	\$20,000
_____	\$10,000
_____	\$5,000
_____	\$2,500
_____	\$1,000 (Health Partner)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please make checks payable to **Parkinson Association of the Rockies** and mail to the following address below. We also accept Visa and Mastercard. For your convenience, monthly or quarterly payments are accepted.

Parkinson Association of the Rockies- *Shake, Rattle & Stroll*  
1325 S. Colorado Blvd., Suite 204B  
Denver, CO 80222

The Parkinson Association of the Rockies is a nonprofit 501(c)(3) organization. Contributions are tax deductible to the extent allowed by law. For additional information, contact us directly at 303-830-1839 or visit our website at [www.parkinsonrockies.org](http://www.parkinsonrockies.org).