

SOUND BOARD AT MotorCity CASINO
2901 GRAND RIVER AVE. DETROIT, MI 48201
COMPLIMENTARY VALET PARKING • COCKTAIL ATTIRE

EVERYBODY VS PARKINSON'S

A SPECIAL EVENING BENEFITING THE
KIRK GIBSON FOUNDATION FOR PARKINSON'S
AND MICHIGAN PARKINSON FOUNDATION

10.19.19



Blue Cross
Blue Shield
of Michigan

A nonprofit corporation and independent licensee
of the Blue Cross and Blue Shield Association

WHAT IS PARKINSON'S?

Parkinson's affects over one million people in the US.

Parkinson's disease (PD) is a chronic neurological disorder which results from the loss of nerve cells in a specific region of the brain. The consequence is the reduction in an important chemical called dopamine. Dopamine deficiency leads to one or more problems with movement. People with Parkinson's often have one or more non-motor symptoms such as constipation, urinary bladder problems, depression, anxiety, drooling, difficulty with speech, problems with swallowing, low blood pressure or memory issues.

Parkinson's is diagnosed by the presence of at least three of the four most common symptoms:

Cogwheel Rigidity



Slowness in Movement



Tremor



Postural Instability



HOW IS PARKINSON'S DIAGNOSED?

Careful assessment of symptoms and a thorough neurological examination are the only ways to diagnose the condition. There is no test to confirm the diagnosis but a physician may order a blood workup, a CT scan, DaTScan or an MRI to help with the diagnosis.

RISK FACTORS



1.5x more likely in men



Average age of diagnosis is 58



Family History

ECONOMIC IMPACT

- Parkinson's affects over one million people in the US.
- The economic burden of Parkinson's disease is \$14.4 billion a year in the US.
- Individuals with Parkinson's disease incurred Parkinson's-related medical expenses of \$12,000 more annually than someone without Parkinson's.
- \$6.3 billion of indirect costs due to missed work or job loss for the patient or caregiver, long-distance travel for specialized treatment, home modifications, adult day care, and personal care aides.

PLEASE CHECK SPONSOR LEVEL

- Team Research \$100,000
- Team Caregiving \$50,000
- Team Education \$25,000
- Team Friends of Parkinson's \$10,000
- Corporate Patron of the Foundation \$5,000
- Table Sponsor \$3,000
- Individual Ticket \$300

Number of Tickets -----
Total Ticket Price -----

ORGANIZATION NAME: -----

CONTACT PERSON: -----

ADDRESS: -----

CITY: -----

STATE: ----- ZIP: -----

DAYTIME PHONE: -----

FAX: -----

EMAIL: -----

PAYMENT BY CHECK:

Payable to: Everybody vs. Parkinson's
Mail to: Everybody vs. Parkinson's
19798 Mack Ave.
Grosse Pointe Woods, MI 48236

PAYMENT BY CREDIT CARD:

VISA MASTERCARD
DISCOVER AMERICAN EXPRESS

CARD #: -----

EXP DATE: ----- CVV #: -----

CARDHOLDER NAME (PRINT):

CARDHOLDER SIGNATURE:

**EVERYBODY VS. PARKINSON'S
TAX EXEMPT ID # 82-4716374**

EVENT CHAIR

Daniel J. Loepf
President and CEO
Blue Cross Blue Shield of Michigan

GALA ITINERARY

5 : 45 PM VIP Reception in Overdrive Lounge

6 : 45 PM Cocktails and Strolling Dinner &
Silent Auction in Grand Ballroom

8 : 45 PM Program in Sound Board

9 : 00 PM Live Auction in Sound Board

9 : 30 PM Afterglow, Live Entertainment,
Dancing in Sound Board

CONTACT FOR MORE INFORMATION

Sandy Kempa, The Kirk Gibson Foundation for Parkinson's
(313) 331-0330 sandy@kirkgibsonfoundation.org

Pam Yanis, The Kirk Gibson Foundation for Parkinson's
(313) 530-5448 pam@kirkgibsonfoundation.org

Mary Sue Lanigan, Michigan Parkinson Foundation
(248) 433-1011 (Ext. 12) marysuel@parkinsonsmi.org

SPONSORSHIP PACKAGES

Sponsorship packages at the \$25,000 level and higher include: access to VIP Reception, company name and/or logo listed on all event collateral material including event invites, event website, PowerPoint sponsorship recognition, event signs, event video, and in all media communication and social media postings.

TEAM RESEARCH

\$100,000

- Reserved premium seating for 4 tables of eight (32 tickets)
- 16 tickets to the VIP Reception
- Full page color ad in the event commemorative book
- Company logo and link to company website posted to the Michigan Parkinson Foundation and The Kirk Gibson Foundation for Parkinson's websites
- Half page color ad in the Michigan Parkinson Foundation Messenger Newsletter mailed to 12,000 MI homes
- Acknowledgment on all Michigan Parkinson Foundation and The Kirk Gibson Foundation for Parkinson's research materials
- Prominent placement on invitation and in all event media

**TEAM
CAREGIVING**

\$50,000

- 8 tickets to the VIP Reception
- Reserved premium seating for 3 tables of eight (24 tickets)
- Full page B&W ad in the event commemorative book
- Company acknowledgment on all program promotional materials
- Acknowledgment on all Michigan Parkinson Foundation material promoting the Subsidized Respite Care Program
- Prominent placement on invitation and in all event media

**TEAM
EDUCATION**

\$25,000

- 4 tickets to the VIP Reception
- Premium seating for 2 tables of eight (16 tickets)
- Full page B&W ad in the event commemorative book
- Company acknowledgment on all program promotional materials
- Prominent placement on invitation and in all event media

**TEAM
FRIENDS OF
PARKINSON'S**

\$10,000

- Seating for two tables of eight (16 tickets) OR provide complimentary event tickets to 16 guests with Parkinson's disease
- Half page B&W ad in the event commemorative book
- Company acknowledgment on all program promotional materials
- Prominent placement on invitation and in all event media

**CORPORATE
PATRON
OF THE
FOUNDATION**

\$5,000

- One table (8 tickets) to the event
- Half page B&W ad in the event commemorative book
- Company acknowledgment on all program promotional materials
- Prominent placement on invitation and in all event media

**TABLE
SPONSOR**

\$3,000

- One table (8 tickets) to the event
- Quarter page B&W ad in the commemorative program book

INDIVIDUAL TICKET \$300



**GOAL: OUR
COLLABORATIVE
EFFORTS WILL
INCREASE
AWARENESS OF
PARKINSON'S
DISEASE.**

THE KIRK GIBSON FOUNDATION FOR PARKINSON'S

Founded in 1996, The Kirk Gibson Foundation's mission and reach became sharply refocused when Kirk was diagnosed with Parkinson's disease in 2015. Renamed The Kirk Gibson Foundation for Parkinson's, the foundation mirrors Kirk's approach to life: To be a catalyst for cooperation, collaboration and teamwork to find a cure for Parkinson's.

In collaborative efforts, the foundation has raised over \$2 million, investing funds in organizations who will work together to build awareness and share data with others. Determining projects to support are based on a recipient's willingness to foster strong collaborations within their therapies and trials.

kirkgibsonfoundation.org

MICHIGAN PARKINSON FOUNDATION

Founded thirty-six years ago, the Michigan Parkinson Foundation (MPF) concentrates on caring for the 30,000 Parkinson's patients and their families in Michigan. Educational initiatives for families and caregivers, toll free help line, information packets for the newly diagnosed, financial aid for medical assistance, subsidies for in-home respite care, organizing seminars for the medical community and facilitating 700+ support group meetings at 74 locations in Michigan are some of MPF's ongoing programs. Additionally, a staff social worker is available to assist families in accessing community resources. Last year, our programs and services reached 13,000 people with Parkinson's in Michigan.

parkinsonsmi.org