

Huntington's Disease
Society of America



San Diego CHAPTER

2022 San Diego
Chapter Sponsorship
Multi-Opportunity Commitment



<https://san-diego.hdsa.org/>

ABOUT HUNTINGTON'S DISEASE



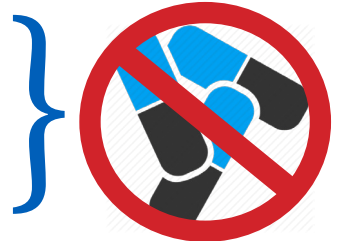
Huntington's disease (HD) is a fatal genetic disorder that causes the progressive breakdown of nerve cells in the brain. It deteriorates a person's physical and mental abilities usually during their prime working years.

The symptoms of HD are described as having ALS, Parkinson's & Alzheimer's – *simultaneously*. Huntington's disease manifests as a triad of motor, cognitive and psychiatric symptoms and worsens over a 10 to 25 year period.



Each child of a parent with HD has a 50/50 chance of inheriting the faulty gene that causes HD. Today, there are approximately 41,000 symptomatic Americans and more than 200,000 individuals at-risk of inheriting the disease.

There is no cure...yet.



HDSA PROGRAMS & SERVICES

The Huntington's Disease Society of America is the premier nonprofit organization dedicated to improving the lives of everyone affected by Huntington's disease. From community services and education to advocacy and research, HDSA is the world's leader in providing *help for today, hope for tomorrow* for people with Huntington's disease and their families.

Across the United States, HDSA currently supports:

- 50+ Volunteer-Led Chapters & Affiliates
- 50 HDSA Centers of Excellence
- 60+ Social Workers
- 160+ Support Groups
- Nearly \$2 Million In HD Research Grants Per Year
- Social Security Disability Services
- Free Online Resources, Such As Support Groups, Telehealth, HD Trialfinder & Much More

FOR MORE INFORMATION PLEASE VISIT WWW.HDSA.ORG



Huntington's Disease Society of America



San Diego CHAPTER

What is the San Diego Chapter of HDSA Doing for Our Community?

- 3 monthly support groups
- We recently hired a dedicated social worker to help local Huntington's families
 - Developed and maintaining a comprehensive list of local resources
- Creating a robust "Family Services" portfolio that includes a regional committee to address this issue
 - Supporting patients via the UC San Diego HDSA Center of Excellence
 - Offering quarterly education days
- Providing free ad hoc events (like HD Family Nights with the Padres) to HD impacted families
 - Maintaining an online archive of past educational programs
- Developing a mentor program to match individuals with past experience in HD to individuals just becoming part of the community or who just need some advice.
- Expanding our network of community relationships with pharma, care facilities, education experts, and more.

*Family is
Everything*



2022 HDSA San Diego Chapter:

Events Overview:

HDSA San Diego

12 local events planned for 2022 and monthly [support groups](#).

[iMPACT HD-2022](#)

Ongoing: iMPACT HD is a way for anyone at any time to create their own fundraiser for HDSA.

[5|5|5 DIY Fundraising](#) (Promoted in May for #LetsTalkAboutHD Awareness Month)

Ongoing: The 5|5|5 is a branch of iMPACT HD. Do something in increments of 5, ask 5 people do their own event, invite everyone you know to donate \$5. Just direct your donors to the 5|5|5 page to donate.

[Hearts For Huntington's Throughout February](#)

02/01/2022 – 2/28/2022 and 02/01/2023 - 02/28/2023

Hearts for Huntington's is a campaign selling paper hearts on which donors may write personal messages.

[February Education Day](#)

02/28/2022 @ 10:00 am

Topics: Advanced Care Planning and Oral Hygiene for HD Patients

[#LetsTalkAboutHD: Huntington's Disease Awareness Month \(All Month\)](#)

05/01/2022 – 5/31/2022

#LetsTalkAboutHD is a social media initiative during Huntington's Disease Awareness Month to encourage families to share their experience with HD throughout the month of May.

[May Education Day](#)

05/28/2022 @ 10:00 am

Topic: Information on pre-implantation Genetic Testing (PGT),

[National Audacity to Hope Day Pickleball Tournament](#)

06/04/2022 - Bobby Riggs Racket and Paddle, Encinitas

[Beer and Bingo \(Date Tentative\)](#)

August 2022 - Currently in planning stage

[August Education Day](#)

08/27/2022 @ 10:00 am

Topic and Speakers TBD

[Team Hope Walk - Fall 2022](#)

10/22/2022 @ 8:00 am

Team Hope Walk is HDSA's signature grassroots fundraising campaign designed to provide hope and support for those affected by Huntington's disease.

[November Education Day](#)

11/12/2022 @ 10:00 am

Topic and Speakers TBD

[Holidog Parade](#)

December 2022 - Currently in Planning Stage

Chapter-Wide Sponsorship Opportunities

Presenting VIP Sponsor

\$20,000

Includes sponsorship of all Chapter Events and Support Groups as follows:

- **Team Hope Walk**
- **4 Education Days**, offered quarterly, in 2022/23
- **Monthly Support Groups for 12 month**
- **Pickleball Tournament**
- **Beer and Bingo**
- **2023 Hearts for Huntington's Programs**
- **Do It Yourself/iMPACT HD Events**
- **Holidog Parade**



Included in Sponsorship:

- Recognition in HDSA's 2022 Year in Review National Magazine
- At event mentions during presentations and, if applicable, news coverage.
- Sponsorship noted in event media announcements
- Chapter Sponsor highlighted in all pre-event and post-event publicity year-round
- Chapter Sponsorship announcement via community e-newsletters with logo
- Company Name and/or logo prominently displayed on Chapter event website and all event e-newsletters
- Prominent display of logo at above events For in person events, displays include: event banners, event posters, information sheets, event signage
- Premiere display of logo featured on back of 300+ t-shirts, which are distributed at our
- Team Hope Walk Logo featured on San Diego Chapter's Facebook, Twitter, and Instagram
- Photos for HDSA National Corporate Newsletter and website distributed

HDSA will work with all sponsors to maximize their exposure before, at the event and in post-event coverage

Chapter-Wide Sponsorship Opportunities

Premium VIP Sponsor

\$17,500

Includes sponsorship of the following 6 events:

- **Team Hope Walk**
- **Pickleball Tournament**
- **Beer and Bingo**
- **2023 Hearts for Huntington's Programs**
- **Do It Yourself/iMPACT HD Events**
- **Holidog**



Included in Sponsorship:

- Recognition in HDSA's 2022 Year in Review National Magazine
- At event mentions during presentations and, if applicable, news coverage.
- Sponsorship noted in event media announcements
- Chapter Sponsor highlighted in all pre-event and post-event publicity year-round
- Chapter Sponsorship announcement via community e-newsletters with logo
- Company Name and/or logo prominently displayed on Chapter event website and all event e-newsletters
- Prominent display of logo at above events
- For in person events, Displays include: event banners, event posters, information sheets, event signage
- Premiere display of logo featured on back of 300+ t-shirts, which are distributed at our Team Hope Walk
- Logo featured on San Diego Chapter's Facebook, Twitter, and Instagram
- Photos for HDSA National Corporate newsletter and website distributed

Chapter-Wide Sponsorship Opportunities



Executive Sponsor - Pick Three \$12,500

Option 1:

Team Hope Walk & Pickleball & Hearts for Huntington's

Option 2:

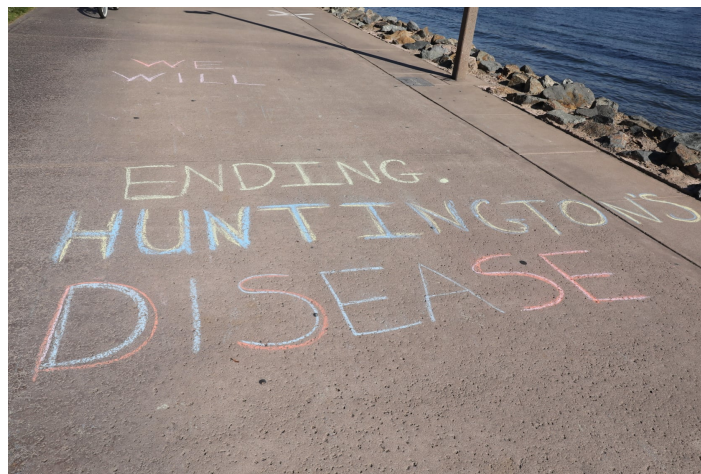
Team Hope Walk & Beer and Bingo & Hearts for Huntington's

Option 3:

Team Hope Walk & Holidog Parade & Hearts for Huntington's

Included in Sponsorship:

- Recognition in HDSA's 2022 Year in Review National Magazine
- At event mentions during presentations and, if applicable, news coverage.
- Sponsorship noted in event media announcements
- Chapter Sponsor highlighted in all pre-event and post-event publicity year-round
- Chapter Sponsorship announcement via community e-newsletters with logo
- Company Name and/or logo prominently displayed on Chapter event website and all event e-newsletter
- Prominent display of logo at above events
- For in person events, Displays include: event banners, event posters, information sheets, event signage
- Premiere display of logo featured on back of 300+ t-shirts, which are distributed at our Team Hope Walk
- Logo featured on San Diego Chapter's Facebook, Twitter, and Instagram
- Photos for HDSA National Corporate newsletter and website distributed



Team Hope Presenting Sponsor

Team Hope Walk Event, Education Days, and one other event

\$10,000

Included in Sponsorship:

- Recognition in HDSA's 2022 Year in Review National Magazine
- At event mentions during presentations and, if applicable, news coverage
- Sponsorship noted in event media announcements
- **Bonus Sponsorship** at one other chapter event and four 4 education days.
- Chapter Sponsor highlighted in all pre-event and post-event publicity year-round
- Chapter Sponsorship announcement via community e-newsletters with logo
- Company Name and/or logo prominently displayed on Chapter event website and all event e-newsletter
- Prominent display of logo at above events
- For in person events, Displays include: event banners, event posters, information sheets, event signage
- Logo featured on back of 300+ t-shirts, which are distributed at our Team Hope Walk
- Logo featured on San Diego Chapter's Facebook, Twitter, and Instagram
- Photos for HDSA National Corporate newsletter and website distributed



Team Hope Partnership Sponsor

Team Hope Walk and one other Event

\$7,500

Included in Sponsorship:

- Recognition in HDSA's 2022 Year in Review National Magazine
- At event mentions during presentations and, if applicable, news coverage
- Sponsorship noted in event media announcements
- **Bonus Sponsorship** at one other chapter event..
- Chapter Sponsor highlighted in all pre-event and post-event publicity year-round
- Chapter Sponsorship announcement via community e-newsletters with logo
- Company Name and/or logo prominently displayed on Chapter event website and all event e-newsletter
- Prominent display of logo at above events
- For in person events, Displays include: event banners, event posters, information sheets, event signage
- Logo featured on back of 300+ t-shirts, which are distributed at our Team Hope Walk
- Logo featured on San Diego Chapter's Facebook, Twitter, and Instagram
- Photos for HDSA National Corporate newsletter and website distributed



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Team Hope Event Sponsor

Team Hope Walk Only

\$5,000



Included in Sponsorship:

- Recognition in HDSA's 2022 Year in Review National Magazine
- At event mentions during presentations
- Sponsorship noted in event media announcements
- Chapter Sponsor highlighted in all pre-event and post-event publicity year-round
- Chapter Sponsorship announcement via community e-newsletters with logo
- Company Name and/or logo prominently displayed on Chapter event website and all event e-newsletter
- Prominent display of logo at above events
- For in person events, Displays include: event banners, event posters, information sheets, event signage
- Logo featured on back of 300+ t-shirts, which are distributed at our Team Hope Walk
- Logo featured on San Diego Chapter's Facebook, Twitter, and Instagram
- Photos for HDSA National Corporate newsletter and website distributed

Chapter-Wide Sponsorship Opportunities

Single Event Sponsor

\$2,000

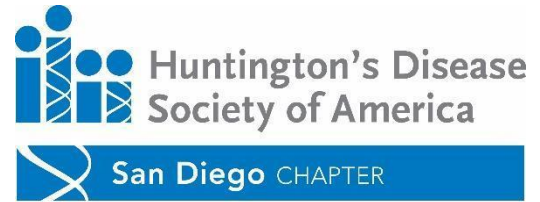
Pick any Event, other than Team Hope

Included in Sponsorship:

- Chapter Sponsorship highlighted in all pre-event and post-event publicity year-round
- Sponsorship noted in event media announcements
- Chapter Sponsorship announcement via community e-newsletters with logo
- Company Name and/or logo prominently displayed on Chapter event website and all event e-newsletters
- Prominent display of logo at event
- For in person events, displays may include: event banners, event posters, information sheets, event signage
- Logo featured on San Diego Chapter's Facebook, Twitter, and Instagram
- For events with custom SWAG, logo printed on SWAG



SPONSORSHIP FORM



Select Sponsorship Level:

\$20,000 Presenting VIP Sponsor

\$17,500 Premium VIP Sponsor

\$12,500 Executive Sponsor

Team Hope Walk, Hearts for Huntington's &

\$10,000 Team Hope Presenting Sponsor

Team Hope Walk, 1 event and 4 Education Days

\$7,500 Partnership Sponsor

Team Hope Walk and 1 event

\$5,000 Team Hope Event Sponsor

\$2,000 Single Event Sponsor

Option 1

Pickleball

Option 2

Beer and Bingo

Option 3

Holidog

For 10K, 7.5k, and 2K options:

The Event I want to sponsor is:

4 Education Days

12 months of support group

Pickleball Tournament

Beer and Bingo

2023 Hearts for Huntington's

Holidog Parade

PAYMENT INFORMATION:

CASH

CHECK

SEND INVOICE

CREDIT CARD (You will be called for your credit card information)

SPONSORING COMPANY INFORMATION:

COMPANY NAME: _____

COMPANY CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT PHONE: _____ EMAIL: _____

SUBMIT COMPLETED FORM ALONG WITH DIGITAL LOGO TO:

Huntington's Disease Society of America, San Diego Chapter co/: Mindy Schroeder

Email: sandiego@hdsavolunteer.org

For address information please send inquiries to email above.

The Huntington's Disease Society of America (HDSA) is a 501(c)(3) non-profit organization. HDSA's Federal Tax ID Number (EIN) is 13-3349872. contribution *is* tax deductible to the full extent of the law.



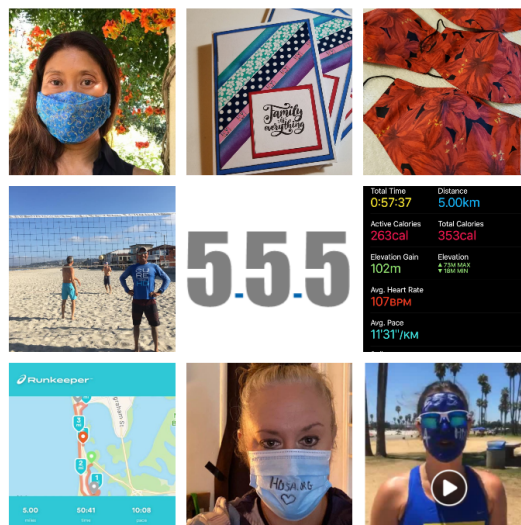
AND

Each year, our chapter is approached by individuals wanting to make an impact on Huntington's disease by creating and executing their own fundraising events. Thus was born [iMPACT HD](#).

At any moment, any individual can create their own fundraiser by visiting our iMPACT HD page and simply signing up.

In the Month of May (the 5th month), during our #LetsTalkAboutHD campaign, we encourage the [5|5|5 event](#) that allows people to get creative in multiples of 5. Do 5 things, Tag 5 people to do their own event, and ask people to donate \$5.

These events are online and your sponsorship will be added to all of them.

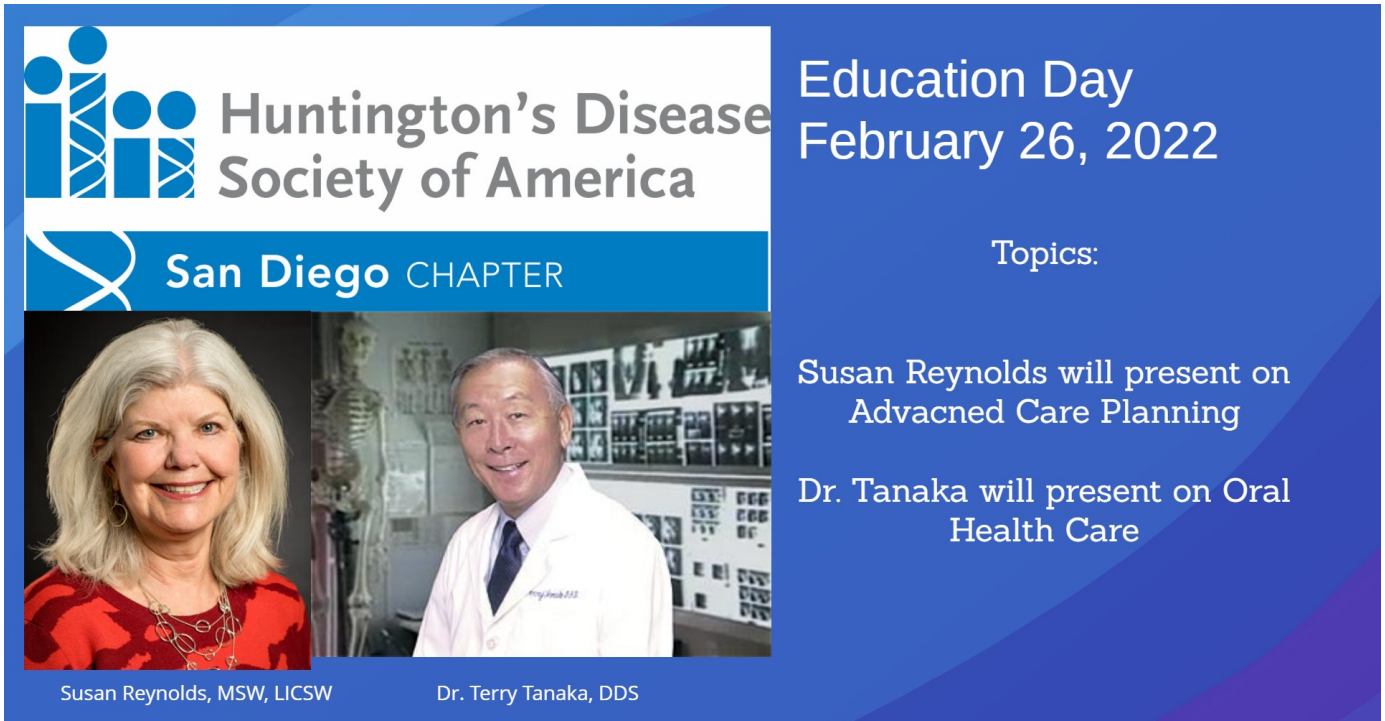


Hearts for Huntington's



Each year, HDSA San Diego sells virtual and paper hearts for \$5 each during our [Hearts for Huntington's](#) campaign in February. For the virtual campaign, hearts are posted on our social media account and our website. For paper campaigns, hearts are posted at participating locations. Whether the campaign is online, or in person, your sponsorship will include a logo on each heart.

Education Days



The graphic features the Huntington's Disease Society of America logo and the text "Huntington's Disease Society of America" and "San Diego CHAPTER" at the top. Below this is a photograph of two speakers: Susan Reynolds, a woman with white hair wearing a red patterned top, and Dr. Terry Tanaka, a man in a white lab coat. To the right of the photo, the text reads "Education Day February 26, 2022" and "Topics: Susan Reynolds will present on Advacned Care Planning" and "Dr. Tanaka will present on Oral Health Care".

Huntington's Disease
Society of America

San Diego CHAPTER

Education Day
February 26, 2022

Topics:

Susan Reynolds will present on
Advacned Care Planning

Dr. Tanaka will present on Oral
Health Care

Susan Reynolds, MSW, LICSW

Dr. Terry Tanaka, DDS

The San Diego Chapter of HDSA is committed to improving the lives of our local families. For several years, we have been hosting [education days](#). Each quarter, we host a 2-hour education day with expert speakers on a wide range of topics impacting our families. From research updates, to chair Yoga, and beyond, we are constantly finding and delivering new topics to our local community. Education days are held virtually. Your sponsorship will include your logo during the meeting, on our website and in all communication related to education day.



#LetsTalkAboutHD is a social media initiative during Huntington's Disease Awareness Month to encourage families to share their experiences with HD throughout the month of May. Participants are asked to use #LetsTalkAboutHD to educate the world about the devastating impact that HD has on families. Whether posting videos, photos or written stories – HD impacts every family differently and it's time the world talks about Huntington's disease!

The goal of #LetsTalkAboutHD is to build HD awareness by encouraging people to talk about HD on social media, engage people outside the HD community, and inspire everyone to get involved with HDSA. Your sponsorship means that your logo will be included in all communication related to this campaign from the HDSA San Diego Chapter.

National Audacity to Hope Day Pickleball Tournament



Pickleball was invented in 1965 by 3 fathers from Bainbridge Island, Washington to entertain their children. It is almost equally as popular among men and women, with 53% of players being male and 47% being female. More than 3 million players play pickleball in the United States and that number has been growing by more than 10 percent each year over the past decade.

There are several pockets of pickleball communities throughout San Diego and HDSA San Diego has decided to leverage that community to host its first ever pickleball tournament!

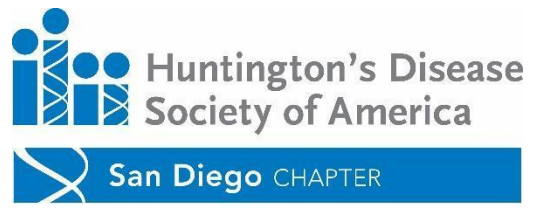
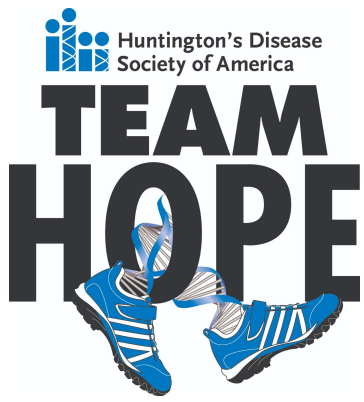
Your sponsorship will include all pre- and post- communication as well as signage at the event.



According to Fodor.com, San Diego is the “international leaders in the craft beer industry” and sandiego.org reports that we have over 150 breweries plus tasting rooms. San Diegans love their beer!

We will be taking advantage of this love of beer to host a beer and bingo night for HDSA. Entry fees, card purchases, and percent of sales are all expected to bring in funds for HDSA San Diego.

Your sponsorship will include your logo on all of the bingo cards, signage at the event, as well as all pre- and post- communication.



400+ Participants



~\$114,000 Raised



Live Media Coverage



Introducing our new social worker



Honoring our families



Holidog Parade



Join us for the first annual Holidog Parade!

Have a Hunnukah hound, a Christmas cur, or just simply a December dog you want to show off? Well bring that precious pooch out, dressed in your favorite holiday costuming for a family friendly Adams Ave "Holidog" Parade! Win prizes!

Support Group



Everyone is welcome.

[HDSA San Diego hosts 3 monthly support groups and 1 one regional support group.](#)

- At Risk/Not Symptomatic Support Group
- HD Caregivers or Support Person Group
- HD Positive Support Group
- Southern California Regional Bereavement Support Group (covering Orange and San Diego Counties)

Support group has been online throughout the pandemic, and recently we've switched to outdoor in person venues.