

Huntington's Disease
Society of America



San Diego CHAPTER

June 4, 2022

National Audacity to Hope Day
Pickleball Tournament
Sponsorship

see entire list of events for additional opportunities)



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.

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

ABOUT HUNTINGTON'S DISEASE



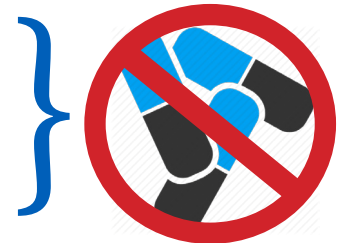
Huntington's disease (HD) is a fatal genetic disorder that causes the progressive breakdown of nerve cells in the brain. It deteriorates a person's physical and mental abilities usually during their prime working years.

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



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.



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.

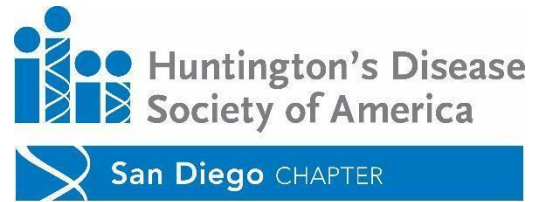
[November Education Day](#)

11/12/2022 @ 10:00 am

Topic and Speakers TBD

[Holidog Parade](#)

December 2022 - Currently in Planning Stage



**Pickleball
Presenting Sponsor
\$2,000**

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
- Premier position of logo printed on any custom SWAG at the event



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



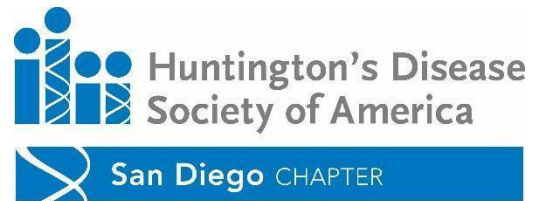
**Pickleball
Event Sponsor
\$1,000**

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
- Logo on any event posters or information sheets
- Logo featured on San Diego Chapter's Facebook, Twitter, and Instagram
- Logo printed on any custom SWAG at the event



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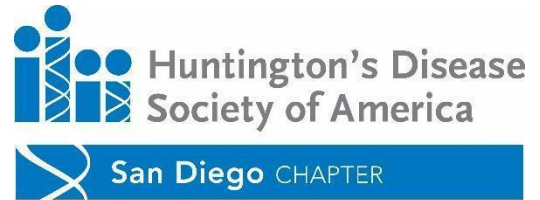
**Pickleball
Partner Sponsor
\$500**

Included in Sponsorship:

- Chapter Sponsorship 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
- Logo featured on San Diego Chapter's Facebook, Twitter, and Instagram
- Logo printed on any custom SWAG at the event



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Pickleball
Friend of HDSA Sponsor
\$250

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- Logo printed on any custom SWAG at the event



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SPONSORSHIP FORM



National Audacity to Hope
Pickleball Tournament

Select Sponsorship Level:

\$2,000 Pickleball Presenting Sponsor

\$1,000 Event Sponsor

\$500 Partner Sponsor

\$250 Friend of HDSA Sponsor

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.