

STEPS-2-BALANCE

MAY 12-20, 2018



VEDA

ABOUT STEPS-2-BALANCE



VeDA's annual Steps-2-Balance is a call to all those living with a vestibular condition to challenge themselves in taking a step forward on their journey back to balance.

From May 12-20 VeDA is encouraging Steps-2-Balance participants to set a personal activity goal. Many vestibular patients are restricted in their mobility. We know that many forms of exercise can help patients improve their balance. Regardless of where a patient is in their recovery, anyone can take a "step" to participate in Steps-2-Balance.

During this week, VeDA is challenging vestibular patients and healthcare providers to organize a series of hyper-local events across the country. Patients can pledge individual activities, either alone or with family and friends.

Whether they run a 5K or walk around the block, all Steps-2-Balance participants benefit from the support of our worldwide vestibular community.

As a partner in Steps-2-Balance, you will be inspiring participants to overcome obstacles created by their vestibular disorder. Your company's support provides hope and validation to individuals facing these chronic and debilitating conditions. Help VeDA build this event and grow positive awareness around your company's brand. Most importantly, your company's sponsorship will help VeDA in its ongoing efforts to raise awareness about vestibular disorders, reduce the time it takes for vestibular patients to receive an accurate diagnosis, and advocate for payment of effective treatment.

We look forward to your gracious support!

Sincerely,

A handwritten signature in black ink that reads "Michelle Eyres".

Michelle Eyres, Development Coordinator
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BECOME A SPONSOR



“We gladly support VeDA because of our shared vision to optimize the care of patients that suffer from dizziness, balance and hearing disorders.”

-Bridgett Wallace
360Balance & Hearing

OPPORTUNITY:

Align your brand and mission more closely with an organization that is highly regarded in the vestibular community for its medically validated information and leadership in advocacy.

TARGET AUDIENCE:

Steps-2-Balance connects you with people who suffer from dizziness and imbalance, their friends and families and professionals and leaders in the vestibular community including VeDA’s Medical and Scientific Advisors:

- | | |
|-----------------------------|---------------------------|
| P. Ashley Wackym, MD–Chair | Steven Rauch, MD |
| Rick Clendaniel, PT, PhD | Jay Rubinstein, MD, PhD |
| Joel A. Goebel, MD, FACS | Michael Schubert, PT, PhD |
| Timothy C. Hain, MD | Alain Semont, PhD, PT |
| Janet Helminski, PT, PhD | Neil T. Shepard, PhD |
| Gary Jacobson, PhD | Hinrich Staecker, MD, PhD |
| Jeffrey Kramer, MD | Jack J. Wazen, MD, FACS |
| David Newman-Toker, MD, PhD | Judith White, MD, PhD |
| James Phillips, PhD | |

- **Professionals in the fields of:** Otology, Neurotology, Neurology, Physical Therapy, Audiology and more.
- **Patients with the co-occurring conditions:** hearing loss, tinnitus, memory issues and more.

COMMUNICATIONS:

The focus of Steps-2-Balance’s marketing strategy will be on engaging our community around support for VeDA and for each other. We will be regularly sharing updates with our community through social media posts, on vestibular.org, and in our newsletter (**On the Level**) and e-newsletters (**V-News** and **V-News Pro**).

KEY IMPRESSIONS:

Website: Over 450,000 unique views every month.
Facebook: 22,000 likes and growing.
E-Newsletter Subscribers: > 7,000 people.
Membership: Nearly 3,000 members.

SPONSORSHIP LEVELS AND BENEFITS

BENEFIT	SUPER STEPPER \$2,500	STRUTTER \$1,000	STRIDER \$500
Webpage	LOGO, 12-MONTH WITH LINK	LOGO, 6-MONTH WITH LINK	LOGO, 3-MONTH WITH LINK
Featured Article	NEWSLETTER & WEB		
Press Release			
V-News in April & July	LOGO	LOGO	NAME
Facebook post with link	8X	5X	2X
Special Facebook Acknowledgement Post			
"Sponsored by" on event branding			
Permission to use VeDA logo			
CORPORATE PARTNERSHIP ADD-ON BENEFITS			
Seat on a VeDA Committee	INDUSTRY, COMMUNICATIONS, MEDICAL/LEGISLATIVE ADVOCACY		
Newsletter announcement of partnership (1/2 page)	LOGO & CONTACT INFO		
LinkedIn Posts	6 POSTS IN 12 MONTH PERIOD		
Banner in V-News eblast (to patients or healthcare professionals)	2X		
Webpage sponsorship (1-page, negotiable)	12 MONTHS		
CORPORATE PARTNERSHIP ADD-ON COST: \$2,500			



2018 STEPS-2-BALANCE SPONSORSHIP APPLICATION

Company Name _____

Sponsorship Level Super Stepper (\$2,500) Strutter (\$1,000) Strider (\$500)
 Corporate Partner Add-on (\$2,500)

Company Address (correspondence)

Company Address (billing)

Street Address _____

Street Address _____

City _____

City _____

ST _____ ZIP _____

ST _____ ZIP _____

Primary Contact information:

Contact for graphics:

Name _____

Name _____

Work number _____

Work number _____

Cell number _____

Cell number _____

E-mail _____

E-mail _____

I would like to donate an in-kind gift.

Gift: _____

Value: \$ _____

Please complete and return this form by April 5, 2017 for inclusion in all applicable media.

Please indicate your preferred method of payment:

Check enclosed

Please invoice

Credit Card _____ Exp _____ CCV _____ Billing ZIP _____

VeDA - 5018 NE 15th Ave - Portland, OR 97211

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