



BALANCE AWARENESS WEEK
to **DEFEAT** *DIZZINESS*

September 16-22, 2013



VESTIBULAR
DISORDERS ASSOCIATION



Dear Friends,

Each year, millions of Americans experience chronic dizziness and imbalance issues caused by one of many vestibular disorders. In addition to dizziness and balance, vestibular disorders often produce disabling symptoms that include vertigo, hearing and vision problems, and difficulty concentrating. These life-altering symptoms can deeply inhibit a person's ability to perform basic day-to-day tasks, and are compounded by their invisibility to others, making it difficult to understand that a person with vestibular dysfunction is profoundly struggling to remain oriented and functional.

The Vestibular Disorders Association (VEDA) is committed to serving the "dizzy" community and raising awareness of the signs and symptoms of a vestibular disorder by seeking to reduce diagnosis times and improve effective treatment options. To impact a greater number of people, VEDA is hosting Balance Awareness Week from September 16 - 22, 2013. We invite you to join us in this campaign to "*Defeat Dizziness*" through one of our sponsorship opportunities.

We offer a comprehensive recognition package (see accompanying information). We are committed to providing maximum return of investment. Please let me know if you would like a customized package to meet your needs. We sincerely hope you will find our information, education and advocacy programs worthy of your support and will join us as we work to decrease diagnosis times, enhance treatment outcomes, and improve the quality of life for people with vestibular disorders.

Thank you for taking the time to review this request. We truly appreciate your support. I look forward to talking with you soon.

Sincerely,

TONY STASER DEVELOPMENT DIRECTOR



5018 NE 15th Ave Portland, OR 97211

TEL: 503.294.9085 FAX: 503.229.8064

EMAIL: tony.staser@vestibular.org



Why Become a Sponsor?



SERVE your community by actions, not words.

BUILD RELATIONSHIPS between your Brand/Company and our market of both professional and patient members, the medical community and communities throughout the country.

ACCESS a target audience.

ALIGN with a well-respected and trusted non-profit organization.


INCREASE VISIBILITY by having your company logo on promotional media packaging and/or collateral materials.

STRENGTHEN employee loyalty.

EXCLUSIVITY Be the premier sponsor for one of our many options.

ENGAGE your consumer through marketing opportunities made available by the only international organization that covers the full range of vestibular disorders.

REACH A SIGNIFICANT TARGET AUDIENCE



FACEBOOK	over 5,000 followers
WEB SITE	over 1 million unique visitors each year
MEMBERSHIP	thousands of patients and medical professionals
NEWSLETTER	hard copy and electronic versions sent to members

Sponsorship Levels and Benefits

<i>Benefit</i>	Presenting Sponsor \$10,000*	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Logo placement on Balance Awareness Week poster	●	●	●	●	
Logo placement on VEDA website with click through	●	●	● W/O LINK	NAME ONLY	NAME ONLY
Appearance in VEDA's quarterly newsletters	Featured Story in 1 edition	Logo Placement in 3 editions	Logo Placement in 2 editions	Name Recognition in 1 edition	Name Recognition in 1 edition
Logo placement in each of VEDA's quarterly newsletters	●				
Recognition in all Balance Awareness Week press releases and media collateral	●				
Mentions on VEDA's Facebook page with link to company website	18	14	10	1 W/O LINK	1 W/O LINK
Permission to acknowledge VEDA sponsorship on company website (pending content approval)	●	●	●	●	●
Complimentary memberships to VEDA	Up to 10	Up to 5	2		
Opportunity to participate in VEDA's PSA's	●				
Display of Appreciation	Unique Token	Engraved Plaque	Framed Certificate	Framed Certificate	

*Limited to one business



2013 Balance Awareness Week Sponsorship

COMPANY NAME _____

SPONSORSHIP LEVEL ☐ Presenting ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

COMPANY ADDRESS (CORRESPONDENCE)

Street Address _____

City _____

ST _____ ZIP _____

COMPANY ADDRESS (BILLING)

Street Address _____

City _____

ST _____ ZIP _____

PRIMARY CONTACT INFORMATION:

Name _____

Work number _____

Cell number _____

E-mail _____

CONTACT FOR GRAPHICS:

Name _____

Work number _____

Cell number _____

E-mail _____

☐ I am not able to be a sponsor but would like to underwrite one of the following costs of the event.
(Underwriting is 100% tax deductible.)

☐ Printing - \$1,500

☐ Postage - \$750

☐ Incentives - \$1000

☐ Signage - \$500

☐ Gifts - \$100

☐ Awards - \$250

☐ Travel - \$2,000

☐ Balloons - \$500

Total Amount of Underwriting Opportunities: \$_____

☐ I am interested in getting involved in a local event.

☐ I am interested in becoming a member of VEDA.

PLEASE COMPLETE AND RETURN THIS FORM BY JULY 5, 2013 for inclusion on poster.

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

Tony Staser – Tel: 503.294.9085 - FAX: 503.229.8064 – Email: tony.staser@vestibular.org



Fact Sheet



WHAT

Balance Awareness Week is a national event to “Defeat Dizziness” hosted by the Vestibular Disorder Association to raise awareness and funds to help those affected.

WHY

To help people recognize the symptoms of a vestibular disorder, and urging them to seek help from a professional for a quick diagnosis in order to receive effective treatment. Balance Awareness Week also strives to educate the general public about how balance dysfunction can impact people’s ability to perform common day-to-day activities and responsibilities.



WHEN

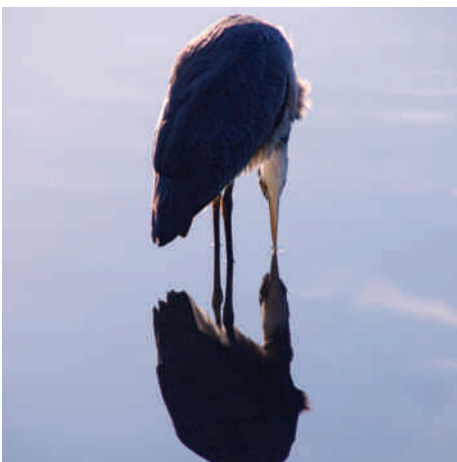
September 16 – 22, 2013

WHERE

Cities throughout the United States, the UK and Australia.

HOW

Supporters of VEDA will raise awareness and funds through a variety of fun activities and events.



WHO

Patients, Vestibular Specialist / Physicians, Physical Therapists, Hospitals & Clinics, Family Members, Yoga Studios, Community Groups, Senior Centers, Support Groups, etc.

VOLUNTEER

To volunteer with VEDA or inquiries regarding Balance Awareness Week, contact Tony Staser at 503-294-9085 or tony.staser@vestibular.org.