



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

SEPTEMBER 14–20, 2015



SPONSORSHIP PACKET



VESTIBULAR
DISORDERS ASSOCIATION



Dear Friends,

Thanks to our previous sponsors, the Vestibular Disorders Association (VEDA) has been able to increase the educational resources we provide each year to millions of Americans experience chronic dizziness and imbalance issues caused by one of many vestibular disorders.

The Vestibular Disorders Association (VEDA) is committed to serving the “dizzy” community by raising awareness of the signs and symptoms of a vestibular disorder by seeking to reduce diagnosis times and improve effective treatment options. We invite you to join us in this campaign to **“Defeat Dizziness”** through one of our sponsorship opportunities.

To impact a greater number of people, spread awareness to the general public and to encourage additional education within the healthcare systems, VEDA is hosting **Balance Awareness Week** from September 14 – 20, 2015. This event is not possible without our sponsors. We offer a comprehensive recognition package (see accompany 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 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

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EMAIL: tony.staser@vestibular.org

www.vestibular.org



A Few Reasons to Become a Sponsor...



As a company that was founded by an individual with Ménière's disease, Otonomy understands the challenges faced by patients with vestibular disorders. We fully support VEDA's efforts to build awareness and provide resources for patients and physicians, as we pursue our mission of identifying future treatment options.

—Tony Yost
Chief Commercial Officer
Otonomy, Inc.

"balanceback is committed to supporting VEDA's annual Balance Awareness Week again in 2015. We are pleased to join others in the vestibular community to help fund the efforts of VEDA for awareness and education."

—Marie Cosgrove, President
balanceback

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.

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 9,600 followers
WEB SITE	over 2.3 million unique visitors each year
MEMBERSHIP	thousands of patients and medical professionals
NEWSLETTER	hard copy and electronic versions sent to all members

2014 SPONSORS

balanceback
Otonomy, Inc.
Otometrics/Audiology Systems
Neuro-Kinetics
Micromedical Technologies
SCAN Healthcare
Equilibrium Balance
Performance Center, PT

PARTNERS

Meniere's UK
Meniere's Australia
National Council on Aging
Acoustic Neuroma Association
Association of Migraine Disorders
British Columbia Balance & Dizziness
Disorders Society (BADD)



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	Premium Placement	Preferred Placement	●	●	
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	Article in 1 edition			
Logo placement in each of VEDA's quarterly newsletters	●	Logo Placement in 3 editions	Logo Placement in 2 editions	Logo Placement in 1 edition	Name Recognition in 1 edition
Recognition in all Balance Awareness Week press releases and media collateral	●				
Mentions on VEDA's Facebook page with link to company website	5	4	3	2	1
Permission to acknowledge VEDA sponsorship on company website (pending content approval)	●	●	●	●	●
Complimentary memberships to VEDA	Up to 10	Up to 5	3	2	1
Opportunity to participate in Balance Awareness Week activities	Exclusive	Premium			



2015 Balance Awareness Week Sponsorship Application

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.)**

- | | | | |
|--|---------------------------------------|---|--|
| <input type="radio"/> Printing - \$1,500 | <input type="radio"/> Postage - \$750 | <input type="radio"/> Incentives - \$1000 | <input type="radio"/> Signage - \$500 |
| <input type="radio"/> Gifts - \$100 | <input type="radio"/> Awards - \$250 | <input type="radio"/> Travel - \$2,000 | <input type="radio"/> 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 3, 2015 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 an international 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 14 – 20, 2015

WHERE

Cities throughout the United States, the UK, Australia, Canada, India, Spain, Denmark and others.

HOW

Supporters of VEDA will raise awareness and funds through a variety of fun activities and events. Visit www.vestibular.org/baw to learn more.



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.