

DYSTONIA
MEDICAL
RESEARCH
FOUNDATION
CANADA



FONDATION DE
RECHERCHE
MÉDICALE SUR LA
DYSTONIE
CANADA

*serving all dystonia-affected persons
d'asservant toutes personnes atteintes de dystonie*

Sponsorship Opportunities

Dystonia Medical Research
Foundation (DMRF) Canada Presents:



Your Race, Your Way

**June 1st to June 30th
2023**



Partner with DMRF Canada to
support the 50,000 Canadians
living with dystonia.



As a sponsor, you will have
access to our national
network of supporters and
participants.

freedomtomove.org



Freedom to Move has raised
over \$1 Million Dollars for
dystonia research and support
programs.

What is Dystonia?

Dystonia is a neurological disorder that causes excessive, painful, involuntary muscle contractions. These contractions result in abnormal body postures, making it difficult for individuals to control their movements. Dystonia can affect any region of the body including the eyelids, face, jaw, neck, vocal cords, torso, limbs, hands, and feet.

In addition to the physical movements, depression and anxiety are frequent nonmotor symptoms.

Primary dystonia impacts approximately 50,000 Canadians, and there is presently no cure.

Partner Benefits:

BRAND BUILDING

- **Online & Digital Presence:** Impressions 80,000
- **Corporate Social Responsibility:** Opportunity to align your business with a charitable endeavor and promote equity, diversity, and inclusion.

ENGAGEMENT OPPORTUNITIES

- **Social Media Exposure:** 7,000 impressions via 5+ social media posts during the campaign.
- **Team Building Promotion:** Get your employees involved and save up to 100% on registration!
- **National Presence:** In 2022, participants represented 33 cities across 7 provinces.

OTHER PROMOTIONAL OPPORTUNITIES

- Logo placement on freedomtomove.org.
- Recognition in 2023 Newsletters (Circulation of over 5000).
- Sampling opportunities in participant packages and at in-person event sites.
- And more! Work with DMRF Canada to develop a customized partnership and promote your business to a new network.

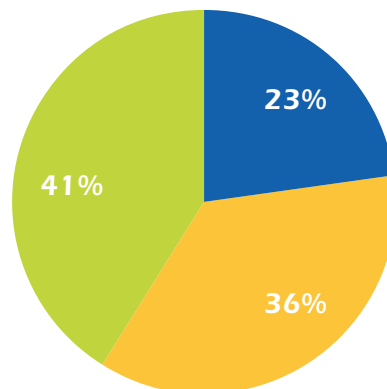
freedomtomove.org

About

Freedom to Move: Run, Walk and Wheel for Dystonia

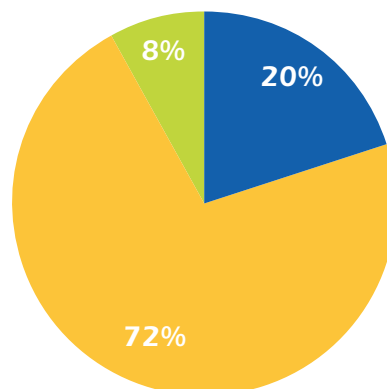
is the Foundation's flagship community event taking place throughout June 2023. Participants will complete a walk, run, or wheel either virtually in their own community or at one of our five in-person sites across Canada, including our Toronto event on June 11th at Downsview Park.

Participant Demographics (2022)



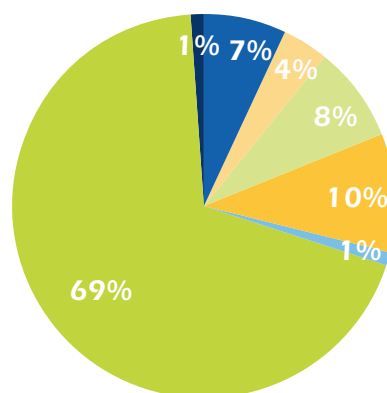
AGE

- Under 30
- 30-50
- Over 50



RACE METHOD

- Run
- Walk
- Wheel



PROVINCES

- AB
- BC
- MB
- SK
- QC
- ON
- NB

SPONSORSHIP OPPORTUNITIES AVAILABLE

Please Contact:

National Director, Archana Castelino at
info@dystoniacanada.org / 1-800-361-8061