

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  
2024**



**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](https://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:** 80,000 Impressions
- **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 receive 10% off on registration!
- **National Presence:** In 2023, participants represented 38 cities across 7 provinces.

### OTHER PROMOTIONAL OPPORTUNITIES

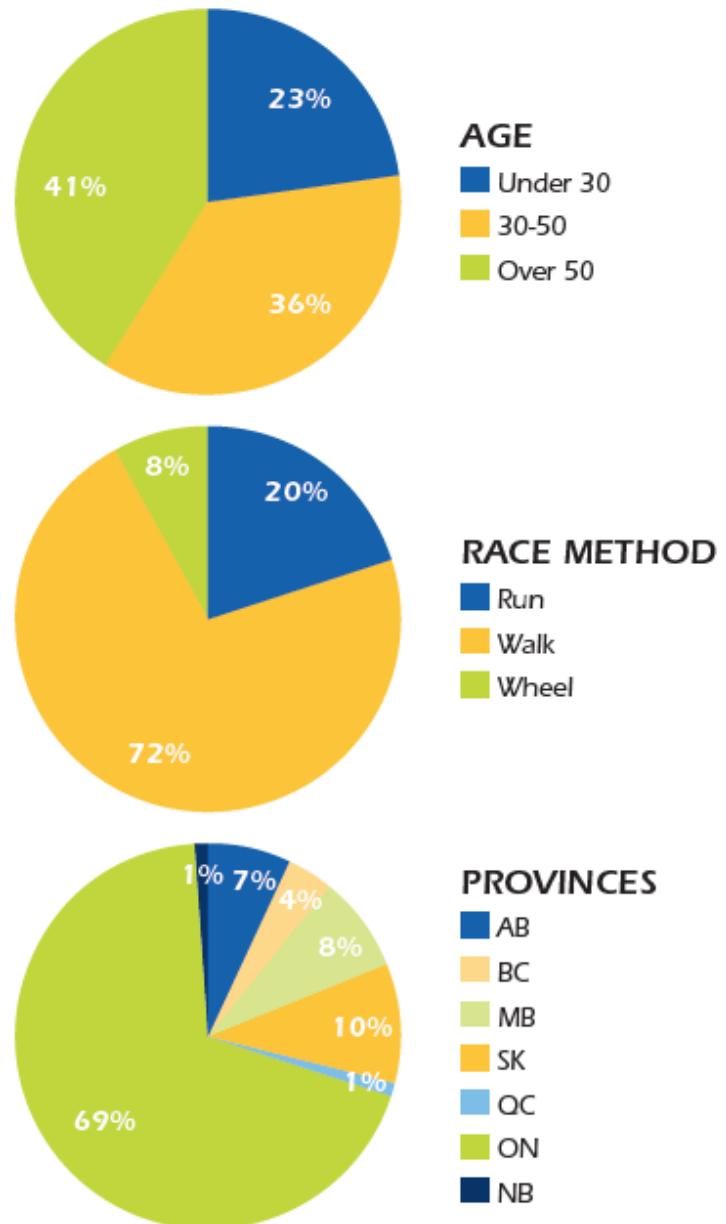
- Logo placement on [freedomtomove.org](https://freedomtomove.org).
- Recognition in 2024 Newsletters (Circulation of over 5000).
- Sampling opportunities in participant packages and at in-person event site.
- And more! Work with DMRF Canada to develop a customized partnership and promote your business to a new network.

**[freedomtomove.org](https://freedomtomove.org)**

## About

**Freedom to Move: Run, Walk and Wheel for Dystonia** is the Foundation's flagship community event taking place throughout June 2024. Participants will complete a walk, run, or wheel either virtually in their own community or at our Toronto in-person event site on June 2nd at Downsview Park.

## Participant Demographics



## SPONSORSHIP OPPORTUNITIES AVAILABLE

### Please Contact:

National Director, Archana Castelino at  
[info@dystoniacanada.org](mailto:info@dystoniacanada.org) / 1-800-361-8061