

Dystonia Medical Research  
Foundation (DMRF) Canada Presents



Your Race, Your Way



**Virtually June 1-30th 2025**  
**In person June 8th 2025 at**  
**Downsview Park, Toronto**

## SPONSORSHIP PACKAGE



DYSTONIA  
MEDICAL  
RESEARCH  
FOUNDATION  
CANADA



FONDATION DE  
RECHERCHE  
MÉDICALE SUR LA  
DYSTONIE  
CANADA



*serving all dystonia-affected persons*  
*désservant toutes personnes atteintes de dystonie*



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DMRF Canada Board Member, Casey Kidson-Reid completed her 2024 Virtual Freedom to Move race on the Rocky Mountains in Banff, AB

# ABOUT DMRF CANADA

The Dystonia Medical Research Foundation (DMRF) was founded in 1976 by Samuel and Frances Belzberg of Vancouver, after their daughter was diagnosed with generalized dystonia. DMRF Canada is a registered non-profit Canadian charity governed by a volunteer Board of Directors.

## Our Mission

The mission of DMRF Canada is to advance research for more treatments and ultimately a cure; to promote awareness and education; and to support the needs and well being of affected individuals and families.

Our success is driven by the strength of our community. With a small but mighty team of just three full-time staff, we proudly serve every province and community across Canada. Supported by over 50 dedicated volunteers, they are the heartbeat of our mission, tirelessly advancing our cause.



DMRF Co-Founder, Frances Belzberg with 2023 Freedom to Move Ambassador, Jirome De Castro

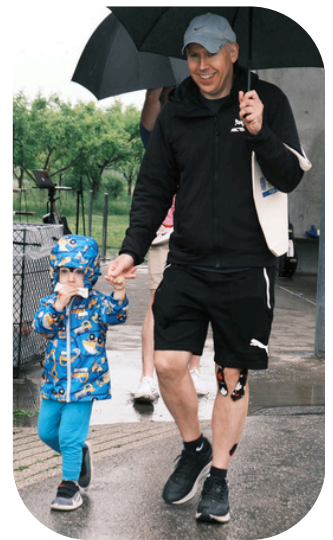
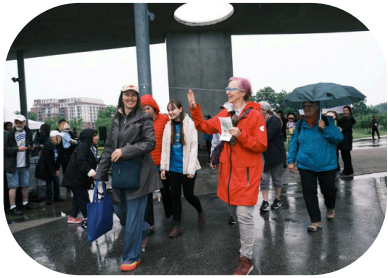


Board Member, Catherine Mulkins, welcomes the crowd at the 2024 Toronto event.



# Facts About Dystonia

Third most common movement disorder



70% of dystonia patients state that pain is one of the top challenges in living with dystonia



Affects approximately 50,000 people in Canada



Individuals with dystonia are more likely to experience anxiety and depression than the general population, and at higher rates than individuals with other chronic disorders



Dystonia can be inherited, acquired, or idiopathic (no known cause)



2/3 of survey respondents waited 1+ year for diagnosis due to long wait times or misdiagnosis

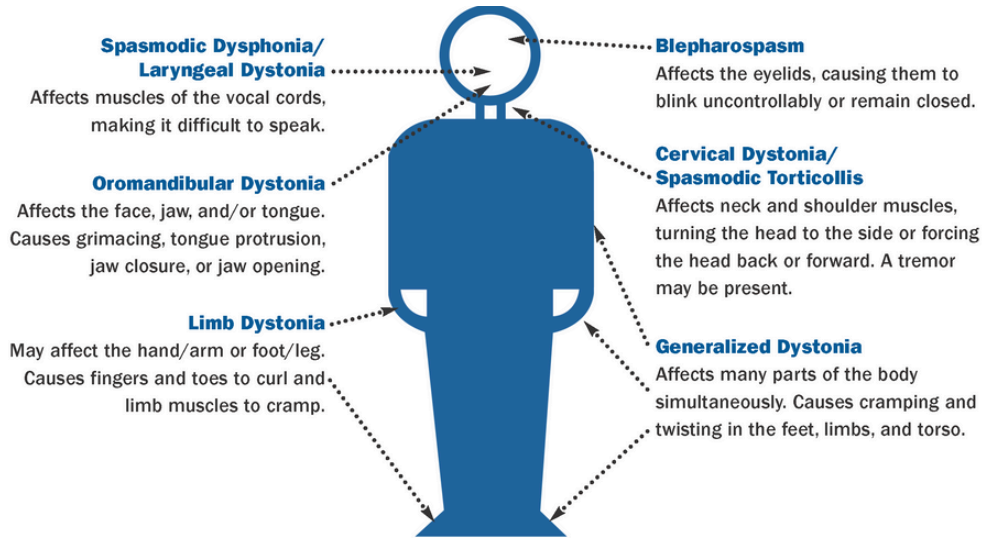


Men, women and children of all ages and backgrounds are affected

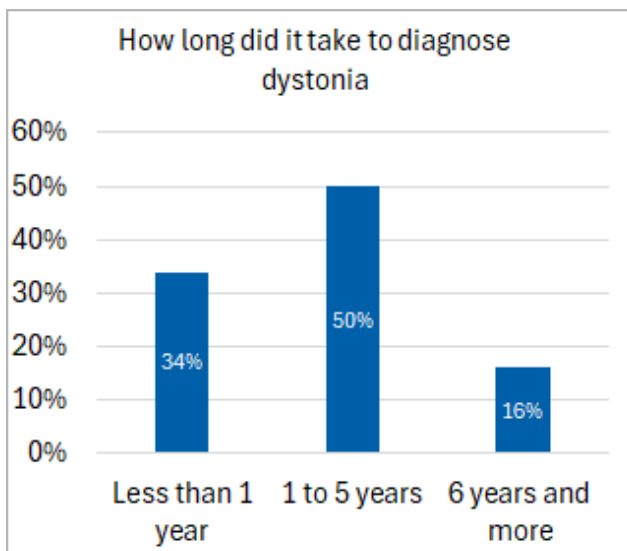


# WHAT IS DYSTONIA?

Dystonia is a complex and often painful neurological movement disorder that disrupts lives with repetitive muscle contractions, causing tremor-like movements or twisting into abnormal postures. There are various types of dystonia, each with its own distinct causes and characteristics.



Source: Understanding Dystonia Factsheet by DMRF



Source: DMRF Canada Survey 2019

Dystonia can impact any part of the body. Patients endure chronic pain, uncertainty, and distress, with many finding no effective relief. For those affected, even simple tasks can feel overwhelming with each movement serving as a challenge.

Dystonia's complexity and the long journey to diagnosis are major challenges. Misdiagnosis and wait times of 6 months to 3 years to see a specialist can delay diagnosis by 1 to 10 years. Even after diagnosis, treatment is often delayed due to the need for assessments and limited treatment options.

Our 2017 *Real Patients, Real Answers Survey* found that 41% of dystonia patients experience depression, with 32% citing mental health as their primary challenge—an issue even more pronounced in remote communities with limited access to specialized care.

These challenges highlight the urgent need for greater support, including accessible mental health resources, specialized care, and ongoing research, to improve patients' quality of life and address the complex impact of dystonia.



“The worst part of dystonia is the life it steals from you. I was at the height of my career only to have it ripped away from me.”

Astrid Frauscher



# FREEDOM TO MOVE

*Freedom to Move (FTM): Run, Walk and Wheel* for Dystonia is the Foundation's flagship community event taking place throughout June 2025. The annual event remains the organization's largest fundraiser and in-person awareness event. Participants will complete a walk, run, or wheel either virtually between June 1st - 30th anywhere in Canada or at our Toronto in-person event site on June 8th at Downsview Park.

Our community's involvement is crucial to the success of Freedom to Move. Having the option to participate virtually encourages people to support the dystonia community and expand their social impact within their networks to help maximize awareness and research funding for dystonia.



## WHY WE NEED YOUR HELP

To turn our vision into reality, we need dedicated partners. As a self-funded organization with no government support, we rely on the strength of our remarkable community, including our partners, to cover costs and meet growing demands. Our efficiency has brought our administrative costs back to 2015 levels, but without additional funding, we risk cutting back essential services.

The need for specialized care is urgent. A 2022 Parkinson Canada study reveals that fewer than 80 neurologists in Canada specialize in movement disorders like dystonia. With 50,000 Canadians affected by dystonia—alongside countless others with movement disorders—there is a critical need to invest in training more specialists, reducing wait times, and expanding treatment options. This is not just a call for research funding, but for immediate action to address the care gap.

Partnering with Freedom to Move highlights your commitment to inclusivity and equity. Dystonia affects people of all ages, races, and genders, with varying levels of disability. Your support helps bridge gaps in access to care, advance research, and raise awareness for this diverse community. By sponsoring Freedom to Move, you champion Diversity, Equity, and Inclusion (DEI) and help build a future where everyone, regardless of background or ability, has the freedom to move. Together, we can build a future where dystonia is no longer an obstacle.



# FTM Celebrations & Investing in a Dystonia-Free Future

Over the past 40 years, the dystonia community's Toronto walk has raised over \$1 million, fueling significant advancements in research and providing essential support for those affected. The event's greatest impact is that every dollar raised goes directly into services, support, and crucial dystonia research funding. Research is vital as it drives the discovery of better treatments and ultimately a cure, while support services improve the quality of life for those living with the disorder.

In 2024, FTM attracted participants, sponsors, and donors from 31 cities across Canada, raising \$50,000 for critical dystonia research and essential support programs. Beyond the live event, our online presence was equally remarkable, with over 3,000 visitors to our registration site and significant engagement on social media, achieving more than 7,000 impressions.

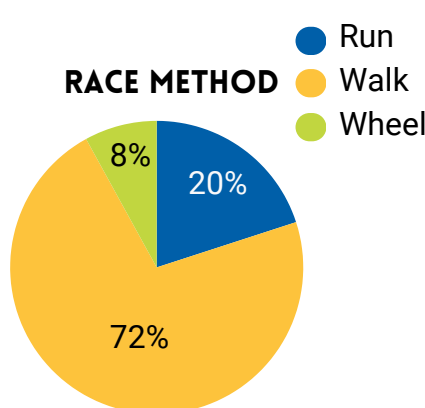
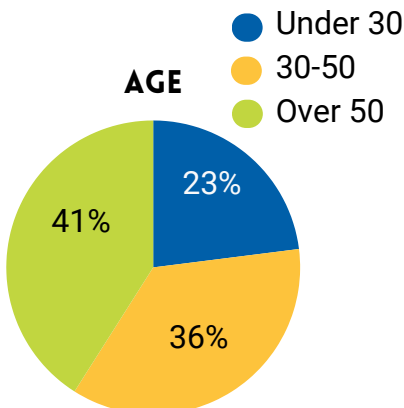
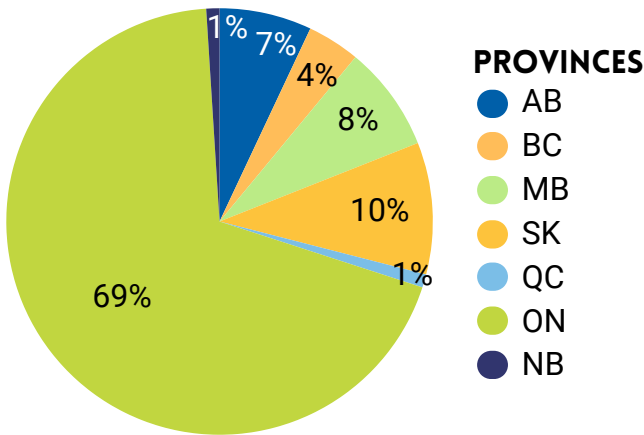


Jirome De Castro, our 2023 Freedom to Move ambassador, was diagnosed with cervical dystonia in 2015. He competes in marathons and triathlons, donating all funds raised towards improving the lives of others with dystonia.

Freedom to Move provides a special opportunity to connect with others in the dystonia community; something that has been deeply important to Jirome ever since his diagnosis.

## Our Community

Our participants are a diverse group, with a large contingent of Ontario-based walkers over 50. In addition to our dedicated team, the event is supported by dystonia ambassadors, support group leaders, patients, families, healthcare professionals, and advocates. This committed community helps raise funds and advance the mission of DMRF Canada, offering brands a unique opportunity to connect with a passionate audience.



To find out more on our Freedom to Move 2024 accomplishments, please scan this QR code to watch our recap video!





# PARTNERSHIP OPPORTUNITIES

Exclusive!

Trailblazer Sponsor

\$10,000

## Brand Building

- Logo on event website (freedomtomove.org) and DMRF Canada Freedom to Move web page (dystoniacanada.org/freedomtomove)
- Logo on DMRF Canada's home page event banner (dystoniacanada.org) reach approx. 100,000 annual visitors.
- Company recognition and Logo presence included on the Freedom to Move poster mailed to neurologists' and physio clinics.
- Company recognition and Logo in the welcome message circulated to all participants.
- Ability to have either a virtual information booth on the event website or provide materials in registrant participant packages - to be agreed in advance due to postage/weight restrictions.
- Post-event report - highlighting the event's success and partnership value for stakeholder communications.
- Recognition in 2025 Newsletters – Total circulation of over 5000.

## Engagement Opportunities

- Recognition and opportunity to provide a quote in press release.
- Logos included in all event emails – including launch and wrap up (up to 10 emails) with opportunity to provide quote highlighting your involvement.
- Thank you messaging in social media posts (5+ tags) with 7000+ impressions.
- Recognition in post-event video circulated to the dystonia community with opportunity to provide quote for video.
- Opportunity to have DMRF Canada representative or person with dystonia to host a 'dystonia awareness session' and speak to your employees virtual or in-person.

## In-Person Event (Toronto Only)

- 15% off registration fees for all employees.
- Ability to staff a booth to showcase company products/materials.
- Ability to bring staff/volunteers to cheer on participants along the route.
- Logo and recognition of support on the Finishers Certificate shared with participants.
- Logo and recognition of support displayed at registration tent.
- Verbal recognition in opening and closing remarks and the opportunity to have a company representative say a few words.



# PARTNERSHIP OPPORTUNITIES

Second Tier!

Gold Gear Sponsor

\$6,000

## **Brand Building**

- Logo on event website (freedomtomove.org) and DMRF Canada Freedom to Move web page (dystoniacanada.org/freedomtomove).
- Ability to provide materials in registrant participant packages - to be agreed in advance due to postage/weight restrictions.
- Logo on DMRF Canada's home page event banner (dystoniacanada.org) reach approx. 100,000 annual visitors.
- Company recognition and Logo presence included on the Freedom to Move poster mailed to neurologists' and physio clinics.

## **Engagement Opportunities**

- Logos included in all event emails – including launch and wrap up (up to 10 emails).
- Thank you messaging in social media posts (5+ tags) with 7000+ impressions
- Recognition in post-event video circulated to the dystonia community with opportunity to provide quote for video.
- Recognition in 2025 Newsletters – Total circulation of over 5000.

## **In-Person Event Recognition (Toronto Only)**

- 10% off registration fees for all employees.
- Ability to staff a booth to showcase company products/materials.
- Ability to bring staff/volunteers to cheer on participants along the route.
- Logo and recognition of support on the Finishers Certificate shared with participants.
- Logo and recognition of support displayed at registration tent.

# PARTNERSHIP OPPORTUNITIES

## Third Tier!

### Silver Sprint Sponsor

\$4,000

#### **Brand Building**

- Logo presence on event registration website ([freedomtomove.org](http://freedomtomove.org)) and on DMRF Canada Freedom to Move home page. ([dystoniacanada.org/freedomtomove](http://dystoniacanada.org/freedomtomove)).

#### **Engagement Opportunities**

- Thank you messaging in social media posts (5+ tags) with 7000+ impressions.
- Recognition in post-event video circulated to the dystonia community with opportunity to provide quote for video.
- Recognition in 2025 Newsletters – Total circulation of over 5000.

#### **In-Person Event Recognition (Toronto Only)**

- Ability to staff a booth to showcase company products/materials.
- Ability to bring staff/volunteers to cheer on participants along the route.
- Partners logo and recognition of support will be included on the Finishers Certificate shared with participants.

## Fourth Tier

### Bronze Stroll Sponsor

\$2,000

#### **Brand Building**

- Logo presence on event registration website ([freedomtomove.org](http://freedomtomove.org)) and on DMRF Canada Freedom to Move home page. ([dystoniacanada.org/freedomtomove](http://dystoniacanada.org/freedomtomove)).

#### **Engagement Opportunities**

- Recognition in 2025 Newsletters – Total circulation of over 5000.

#### **In-Person Event Recognition (Toronto Only)**

- Ability to staff a booth to showcase company products/materials.
- Ability to bring staff/volunteers to cheer on participants along the route.



# PARTNERSHIP OPPORTUNITIES AT A GLANCE

Partnership Level	Platinum \$10,000	Gold \$6,000	Silver \$4,000	Bronze \$2,000
<b>Brand Building</b>				
Logo on event website (freedomtomove.org) & DMRF Canada Freedom to Move page (dystoniacanada.org/freedomtomove)	✓	✓	✓	✓
Logo on DMRF Canada's home page event banner reach approx. 100,000 annual visitors	✓	✓		
Company recognition & logo in Freedom to Move poster mailed to neurologists' and physio clinics	✓	✓		
Company recognition & logo in the welcome message circulated to all participants	✓			
Virtual Information Booth on the event website (freedomtomove.org)	✓			
Ability to provide materials in registrant participant packages - to be agreed in advance due to postage/weight restrictions.	✓	✓		
Post-event report	✓			
Recognition in 2025 Newsletters (5,000+ circulation)	✓	✓	✓	✓
<b>Engagement Opportunities</b>				
Recognition & opportunity to provide a quote in press release	✓			
Logos included in all event emails (up to 10) with opportunity to provide a quote	✓	✓		
Thank you messaging in social media posts (5+ tags, 7,000+ impressions)	✓	✓	✓	
Recognition in post-event video circulated to the dystonia community with opportunity to provide quote for video	✓	✓	✓	
Opportunity to have DMRF Canada representative or person with dystonia to host a 'dystonia awareness session' and speak to your employees virtual or in-person	✓			
<b>In-Person Event (Toronto Only)</b>				
15% off registration fees for all employees	✓			
10% off registration fees for all employees		✓		
Ability to staff a booth to showcase company products/materials.	✓	✓	✓	✓
Ability to bring staff/volunteers to cheer on participants along the route	✓	✓	✓	✓
Logo & recognition of support on Finishers Certificate	✓	✓		
Logo & recognition of support displayed at registration tent	✓	✓		
Verbal recognition in opening and closing remarks, and opportunity for a company representative to speak	✓			



**THANK YOU FOR CONSIDERING A SPONSORSHIP WITH US. YOUR SUPPORT WILL HELP DRIVE VITAL PROGRESS FOR THOSE AFFECTED BY DYSTONIA.**

For further details please contact:  
National Director, Archana Castelino  
[info@dystoniacanada.org](mailto:info@dystoniacanada.org) | 1-800-361-8061



## SPONSORSHIP OPPORTUNITIES AVAILABLE

### Contact DMRF Canada

Visit: [www.dystoniacanada.org](http://www.dystoniacanada.org)

Call: (416) 488-6974

Toll Free: (800) 361-8061

Email: [info@dystoniacanada.org](mailto:info@dystoniacanada.org)



### Find us on social media

[dystoniacanada.org/social-media](http://dystoniacanada.org/social-media)



○ IT FOR THE ONES NOT YET DIAGNOSED  
○ IT FOR THE DYSTONIA THRIVERS  
○ IT TO RAISE AWARENESS  
○ IT TO FIND A CURE!

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