

EPILEPSY FOUNDATION EASTERN PENNSYLVANIA

Corporate Partnership Opportunities

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Not another moment lost to seizures.

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EIN: #23-188 2279

Website: www.efepa.org

Stroll Website: www.strollforepilepsypa.kintera.org

Golf website: www.golfforepilepsypa.kintera.org

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MISSION & SERVICE AREA

For over thirty-seven years, the Foundation has been the premier organization in Eastern Pennsylvania that offers help to tens of thousands of individuals with epilepsy/seizure disorder and their families. The Epilepsy Foundation Eastern PA is a non-profit 501(c)(3) voluntary health agency whose mission is to ensure that people with seizures are able to participate in all life experiences; and will prevent, control and cure epilepsy through services, education, advocacy and research. With your help, the Foundation can continue this mission through free educational programs, support groups and community activities.

The Foundation is a non-profit, 501(c)(3) voluntary health organization that serves eighteen counties in the Eastern region of Pennsylvania.

THE NEED

Epilepsy is a neurological disorder that affects 3 million Americans. There are over 108,000 people living with epilepsy in the greater Philadelphia area, and every 3 minutes someone new is diagnosed with epilepsy. Seizures are unpredictable and can vary from momentary disruption of the senses, to short periods of unconsciousness or staring spells, to convulsions. Epilepsy affects people of all ages and ethnic backgrounds, and can develop at any time of life.

The Epilepsy Foundation Eastern PA (EFEPA) works to improve the lives of people affected by epilepsy by promoting care, prevention and cure through education, support services, programs, advocacy and awareness. The Epilepsy Foundation dedicates its efforts to ensure . . . not another moment is lost to seizures.



EPILEPSY EDUCATIONAL CONFERENCES

The Epilepsy Foundation Eastern PA hosts a series of educational conferences throughout the calendar year.

Audience: The conferences attract people with epilepsy/seizure disorder, their family and friends, and members of the general public. Physicians, nurses, business professionals and pharmaceutical companies are encouraged to attend. All conferences are free and open to the public. Over 500 attendees are expected throughout the course of the programs.

Goals: The objectives include providing information to individuals with epilepsy so that their healthcare improves. To develop a network of support and education to help individuals living with epilepsy cope with the disorder. To increase public awareness, and understanding about epilepsy, and the impact it has on their lives and those of their families. Lastly, the conferences intend to help spouses, significant others, family members and friends understand and support the individual with epilepsy.

Epilepsy: “Taking Control” Conference

Saturday, April 30, 2011 8am – 1pm
Lehigh Valley Health Network
1250 South Cedar Crest Boulevard
Allentown, PA
2,300 brochures mailed
2,600 printed
Average Attendance 75

“You Are Not Alone: Let’s Talk About It”

Saturday, May 21, 2011 8am-1pm
Geisinger Wyoming Valley
Wilkes-Barre, PA
2,000 brochures mailed
2,300 printed
Average attendance 75

“Living with Epilepsy: Current Treatment Options”

Wednesday, May 25, 2011
Lancaster General Hospital
555 N. Duke Street
Lancaster, PA
Average Attendance: 50

Epilepsy Education & Information Exchange

Saturday, November 5, 2011
Location –TBA Past locations include Plymouth Meeting, KOP, Bucks County,
Delaware County, Main Line
16,000 brochures mailed
20,000 printed
Average Attendance 170

Presenting Sponsor — \$7,500

- YOUR COMPANY recognized as Presenting Sponsor on all event material and press materials;
- Exclusive opportunity to include an insert in our EFEPa e-newsletter;
- EXCLUSIVE LOGO on front cover of conference brochure;
- YOUR COMPANY’S LOGO and NAME will be circulating on posters throughout Epilepsy Centers across Eastern PA;
- YOUR COMPANY will receive a “ hot ” link on our EFEPa website;
- YOUR COMPANY’S LOGO will be prominently displayed on the podium of the event;
- YOUR COMPANY will be given the opportunity to a table display;
- YOUR COMPANY’S LOGO will appear on the EFEPa’s website;
- YOUR COMPANY’S LOGO will appear on the conferences’ agenda;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation’s e-newsletter.

Education Sponsor — \$5,000

- EXCLUSIVE opportunity to include an insert in our EFEPa e-newsletter;
- LOGO on INSIDE of conference brochure;
- YOUR COMPANY will receive a “ hot ” link on our EFEPa website;
- YOUR COMPANY’S LOGO will be prominently displayed on the podium of the event;
- YOUR COMPANY will be given the opportunity to a table display;
- YOUR COMPANY’S LOGO will appear on the EFEPa’s website;
- YOUR COMPANY’S LOGO will appear on the conferences’ agenda;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation’s e-newsletter.



Break Sponsor — \$2,500

- YOUR COMPANY LOGO will appear on a sign at or near the catering table
- LOGO on INSIDE of conference brochure;
- YOUR COMPANY will receive a “ hot” link on our EFEPa website;
- YOUR COMPANY will be given the opportunity to a table display;
- YOUR COMPANY’S LOGO will appear on the EFEPa’s website;
- YOUR COMPANY’S LOGO will appear on the conferences’ agenda;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation’s e-newsletter.

Workshop Sponsor — \$2,500

- YOUR COMPANY LOGO will appear on a sign outside the workshop you decide to sponsor
- LOGO on INSIDE of conference brochure;
- YOUR COMPANY will receive a “ hot” link on our EFEPa website;
- YOUR COMPANY will be given the opportunity to a table display;
- YOUR COMPANY’S LOGO will appear on the EFEPa’s website;
- YOUR COMPANY’S LOGO will appear on the conferences’ agenda;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation’s e-newsletter.

Vendor — \$500

- YOUR COMPANY will be given the opportunity to a table display;
- YOUR COMPANY’S LOGO will appear on the conferences’ agenda;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation’s e-newsletter.



Sue Livingston

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SUMMER STROLL FOR EPILEPSY

*The Summer Stroll for Epilepsy is a five-mile, non-competitive walk in Fairmount Park, Chestnut Hill, PA. The Stroll will take place on **Saturday, June 18, 2011 from 8:00am to 1:00pm**. Over 600 walkers and volunteers are expected to make this event one of the Foundation's largest walks ever.*

Audience: The Stroll is designed to attract people with epilepsy, their family and friends, and members of the general public. Physicians, nurses, business professionals and pharmaceutical companies are encouraged to organize teams of staff and clients. All walkers raise funds and turn in donations before, or on the morning of the event or through our Stroll website: www.strollforepilepsypa.kintera.org

Goal: The Summer Stroll of EFEPA is a fun family walk in the park, complete with food, entertainment and prizes. While the event is fun, the purpose is serious—to increase awareness about epilepsy and to raise money to continue the fight for freedom from seizures and freedom to succeed for the more than 108,000 people living with epilepsy in our region.

Presenting Sponsor — \$10,000

- YOUR COMPANY recognized as Presenting Sponsor on all event material and press materials;
- Exclusive opportunity to include an insert in our EFEPA newsletter;
- Invitation for 10 to a special lunch reception at VALLEY GREEN INN following the Stroll;
- EXCLUSIVE LOGO on starting line banner;
- YOUR COMPANY'S LOGO and NAME will be circulating on 50 posters throughout SEPTA's Regional Rail Lines as seen by over 125,000 daily commuters;
- Create a COMPLIMENTARY Corporate Team of 10 and receive special recognition T-shirts;
- YOUR COMPANY will receive a "hot" link on our EFEPA website;
- YOUR COMPANY'S LOGO will be prominently displayed on back of official walk T-shirt;
- YOUR COMPANY'S LOGO will exclusively appear on Front of event brochure distributed to 15,000;
- YOUR COMPANY will be given the opportunity to a table display and sampling;
- YOUR COMPANY'S LOGO will appear on special event website;
- YOUR COMPANY will be thanked in 15,000 copies of the Foundation's newsletter.

Septa Sponsor — \$5,000

- YOUR COMPANY'S LOGO and NAME will be circulating on 50 posters throughout SEPTA's Regional Rail Lines as seen by over 125,000 daily commuters;
- Create a COMPLIMENTARY Corporate Team of 5 and receive special recognition T-shirts;
- YOUR COMPANY will receive a "hot" link on our EFEPA website;
- YOUR COMPANY'S LOGO will be prominently displayed on back of official walk T-shirt;
- YOUR COMPANY'S LOGO will be prominently located on Inside of event brochure distributed to 15,000;
- YOUR COMPANY will be given the opportunity to a table display and sampling;
- YOUR COMPANY'S LOGO will appear on special event website;
- YOUR COMPANY will be thanked in 15,000 copies of the Foundation's newsletter.

Shirt Sponsor — \$2,500

- YOUR COMPANY'S LOGO will exclusively be displayed on sleeve of official walk T-shirt;
- YOUR COMPANY'S LOGO will appear on event brochure distributed to 15,000;
- YOUR COMPANY will be given the opportunity to a table display and sampling;
- YOUR COMPANY'S LOGO will appear on special event website;
- YOUR COMPANY will be thanked as the Shirt Sponsor in 15,000 copies of the Foundation's newsletter.



Children's Pavilion Sponsor— \$2,000

- YOUR COMPANY'S banner will be prominently featured in the children's entertainment area;
- YOUR COMPANY will be acknowledged as the CHILDREN'S SPONSOR in press materials;
- YOUR COMPANY'S LOGO will appear on event brochure distributed to 15,000;
- YOUR COMPANY will be given the opportunity to a table display and sampling;
- YOUR COMPANY'S LOGO will appear on special event website;
- YOUR COMPANY will be thanked as the Children's Sponsor in 15,000 copies of the Foundation's newsletter;
- YOUR COMPANY NAME will be listed on the back of walk T-shirt.

Entertainment Sponsor — \$1,500

- YOUR COMPANY will be given the opportunity to a table display and sampling;
- YOUR COMPANY'S LOGO will appear on special event website;
- YOUR COMPANY'S signage will be displayed at entertainment stops along the walk;
- YOUR COMPANY'S LOGO will appear on event brochure distributed to 15,000;
- YOUR COMPANY will be listed in 15,000 copies of the Foundation's newsletter;
- YOUR COMPANY NAME will be listed on the back of walk T-shirt.

Food and Beverage Sponsor — \$1,000

- YOUR COMPANY'S signage will be displayed at food and beverage area;
- YOUR COMPANY is allowed to send volunteers to help at hospitality tent;
- YOUR COMPANY'S LOGO will appear on event brochure distributed to 15,000;
- YOUR COMPANY will be listed in 15,000 copies of the Foundation's newsletter;
- YOUR COMPANY NAME will be listed on the back of walk T-shirt.

Warm Up/Exercise Sponsor — \$500

- YOUR COMPANY NAME will be displayed at warm up area;
- YOUR COMPANY will be listed in 15,000 copies of the Foundation's newsletter;
- YOUR COMPANY NAME will be listed on the back of walk T-shirt.

Mile Marker Sponsor — \$250

- YOUR COMPANY will be listed in 15,000 copies of the Foundation's newsletter;
- YOUR COMPANY NAME will be displayed on a mile-marker along the walk course.

Water Stop Sponsor — \$250

- YOUR COMPANY will be listed in 15,000 copies of the Foundation's newsletter;
- YOUR COMPANY NAME will be displayed on a water and snack stop along the walk course.

Additional Opportunities for Your Company

YOUR COMPANY can participate in the Summer Stroll in many different ways, including:

- Enter a corporate team of your employees and clients;
- Provide a company representative to serve on the Stroll Committee;
- Provide incentive prizes for walkers, such as water bottles, gift certificates, candy, etc.;
- Other ideas are always welcome!



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CAMP ACHIEVE

Camp Achieve is an overnight camp designed to meet the needs of children and teens with a primary diagnosis of epilepsy/seizure disorder. Camp Achieve provides a unique opportunity for campers to meet others who are living with similar challenges. Activities are designed to increase self esteem, independence, build friendships and create memories. A fun, safe and secure environment is ensured by medical professionals and trained volunteers, EFEPA staff and Camp Green Lane counselors.

*Camp Achieve is hosted at Green Lane, Montgomery County
Sunday, August 21—Friday, August 26, 2011*

Audience: The Camp attracts 40 campers and 27 counselors.
New Campers New Counselors
Returning Campers Returning Counselors

Goals: The objectives include providing information to individuals with epilepsy so that their healthcare improves. To develop a network of support and education to help individuals living with epilepsy cope with the disorder. To increase public awareness, and understanding about epilepsy, and the impact it has on their lives and those of their families. Lastly, the conferences intend to help spouses, significant others, family members and friends understand and support the individual with epilepsy.

Fill The Cabin Sponsor — \$5,000

Your sponsorship will fund 8 campers and 2 counselors in one cabin for one week of camp.

- EXCLUSIVE opportunity to include an insert in our EFEPA e-newsletter;
- EXCLUSIVE LOGO on OUTSIDE of camp brochure;
- YOUR COMPANY will appear on the sleeve of the CAMP ACHIEVE T-shirts;
- YOUR COMPANY will receive 10 CAMP ACHIEVE T-shirts and be invited a special reception before the Talent Show;
- YOUR COMPANY will receive a “ hot ” link on our EFEPA website;
- YOUR COMPANY’S LOGO will appear on the EFEPA’s website;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation’s e-newsletter.

Educational Sponsor — \$5,000

Your sponsorship will fund 5 educational sessions, 1 for counselors, 1 for parents and 3 for campers.

- EXCLUSIVE opportunity to include an insert in our EFEPA e-newsletter;
- LOGO on OUTSIDE of camp brochure;
- YOUR COMPANY will appear on the back of the CAMP ACHIEVE T-shirts;
- YOUR COMPANY will receive 10 free CAMP ACHIEVE T-shirts;
- YOUR COMPANY will receive a “ hot ” link on our EFEPA website;
- YOUR COMPANY’S LOGO will appear on the EFEPA’s website;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation’s e-newsletter.



Medical Sponsor — \$3,000

Your sponsorship will provide compensation for volunteer medical personnel, consulting, printing and mailing of medical forms and first aid supplies.

- EXCLUSIVE opportunity to include an insert in our EFEPa e-newsletter;
- LOGO on inside of camp brochure;
- YOUR COMPANY will appear on the back of the CAMP ACHIEVE T-shirts;
- YOUR COMPANY will receive 5 free CAMP ACHIEVE T-shirts;
- YOUR COMPANY'S LOGO will appear on the EFEPa's website;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation's e-newsletter.

Back-Packs Sponsor — \$2,500

Your company will provide funds for camp backpacks for each camper, counselor and medical staffer. Backpackers are filled with flashlights, hats, water bottles, journals, pens and other sundry items suitable for camp.

- LOGO on inside of camp brochure;
- YOUR COMPANY will appear on the back of the CAMP ACHIEVE T-shirts;
- YOUR COMPANY will receive 5 free CAMP ACHIEVE T-shirts;
- YOUR COMPANY'S LOGO will appear on the EFEPa's website;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation's e-newsletter.

T-Shirts Sponsor — \$2,000

Your company will provide funds for graphics, printing and cost of T-shirts for Camp Achieve campers, counselors and other Camp Achieve Personnel.

- YOUR COMPANY will appear on the back of the CAMP ACHIEVE T-shirts;
- YOUR COMPANY will receive 12 free CAMP ACHIEVE T-shirts;
- YOUR COMPANY'S LOGO will appear on the EFEPa's website;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation's e-newsletter.

Music & the Arts Sponsor — \$1,000

Your company will provide funds for outside entertainment, yoga or arts & crafts.

- YOUR COMPANY'S LOGO will appear on the EFEPa's website;
- A SIGN will be placed outside each event naming your company as sponsor;
- YOUR COMPANY will receive 2 CAMP ACHIEVE T-shirts;
- YOUR COMPANY will be thanked in 7,000 copies of the Foundation's e-newsletter.

Camper or Counselor Sponsor — \$500

Your company will provide funds to sponsor either a camper or counselor for the week of Camp Achieve.

- YOUR COMPANY LOGO or YOUR NAME will appear on the EFEPa's website;
- A SIGN will be placed outside on registration day naming your company or name as a sponsor;
- Invitation to attend a day at Camp Achieve.



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THE CHARLEY ROACH GOLF INVITATIONAL

The Invitational is a long-standing fundraising event that promises to be an enjoyable day for all. You can bring a friend, organize a foursome, or entertain your clients while supporting a worthy cause. All golfers will receive welcome gifts, a buffet lunch, course refreshments, cocktails, and dinner. Fabulous prizes will be offered for a hole-in-one, the longest drive, the straightest drive, and closest to the pin. Golfers will also have the opportunity to bid on wonderful packages in our silent auction.

*23rd Annual Charley Roach Golf Invitational
RiverCrest Golf Club and Preserve, Phoenixville, PA
Tuesday, September 13, 2011
10:30am-9:00pm*

Ace Sponsor — \$15,000

The charitable portion of the Ace Sponsorship is \$11,000.

- YOUR COMPANY will have category exclusivity;
- Four foursomes including golf carts, lunch, cocktail reception and dinner buffet;
- YOUR COMPANY'S LOGO will have placement at Golf Invitational dinner;
- YOUR COMPANY'S LOGO or NAME appears on Golf Invitational tee signage at four holes;
- YOUR COMPANY will receive a full-page ad on inside cover of Golf Invitational program book;
- YOUR COMPANY will receive recognition during Golf Invitational awards ceremony;
- Permission to distribute pre-approved promotional items in gift bags;
- Representative invited to serve on Golf Invitational committee;
- YOUR COMPANY'S LOGO and NAME appears on Golf Invitational Website.

Double Eagle Sponsor — \$7,500

The charitable portion of the Double Eagle Sponsorship is \$4,560

- YOUR COMPANY will have category exclusivity;
- Three foursomes including golf carts, lunch, cocktail reception and dinner buffet;
- YOUR COMPANY'S LOGO and NAME appears on a Golf Invitational amenity item *;
- YOUR COMPANY'S LOGO and NAME will have placement at Golf Invitational lunch;
- YOUR COMPANY'S LOGO or NAME appears on Golf Invitational tee signage at three holes;
- YOUR COMPANY will receive a full-page ad on back cover of Golf Invitational program book;
- YOUR COMPANY will receive recognition during Golf Invitational awards ceremony;
- Permission to distribute pre-approved promotional items in gift bags;
- Representative invited to serve on Golf Invitational committee;
- YOUR COMPANY'S LOGO and NAME appears on Golf Invitational Website.

Eagle Sponsor — \$3,500

The charitable portion of the Eagle Sponsorship is \$1,500

- Two foursomes including golf carts, lunch, cocktail reception and dinner buffet;
- YOUR COMPANY'S LOGO and NAME appears on a Golf Invitational amenity item *;
- YOUR COMPANY'S LOGO or NAME appears on Golf Invitational tee signage at two holes;
- YOUR COMPANY will receive a full-page ad in Golf Invitational program book;
- YOUR COMPANY will receive recognition during Golf Invitational awards ceremony;
- Permission to distribute pre-approved promotional items in gift bags;
- Representative invited to serve on Golf Invitational Committee;
- YOUR COMPANY'S NAME appears on Golf Invitational Website.

**Amenity items include: cart signs, cocktail reception signs and beverage station signs. Limited availability.*

Birdie Sponsor — \$1,500

The charitable portion of the Birdie Sponsorship is \$500

- One foursome including golf carts, lunch, cocktail reception and dinner buffet;
- YOUR COMPANY'S LOGO or NAME appears on Golf Invitational tee signage at one hole;
- YOUR COMPANY will receive a full-page ad in Golf Invitational program book;
- YOUR COMPANY will receive recognition during Golf Invitational awards ceremony;
- YOUR COMPANY'S NAME appears on Golf Invitational Website.

Par Sponsor — \$350

The charitable portion of the Par Sponsorship is \$100

- One golfer including golf carts, lunch, cocktail reception and dinner buffet;
- YOUR NAME or COMPANY'S NAME appears in friend listing on the Golf Invitational Website.

Bogey Sponsor — \$300

The charitable portion of the Bogey Sponsorship is \$285

- YOUR COMPANY'S LOGO or NAME appears on Golf Invitational tee signage at one hole;
- YOUR NAME or COMPANY'S NAME appears in friend listing on the Golf Invitational Website

Additional Opportunities for Your Company

- Program Book-Ad Sizes and Specifications
Finished book size: 5.5" x 8.5"
\$500 Full Page, 5" x 8"
\$250 Half Page, 5" x 3.75"
\$125 Quarter Page, 2.25" x 3.75"
- Individual tickets for cocktail hour and dinner, \$75



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MARDI GRAS GALA

The Mardi Gras Gala was picked up in 2008 by the Epilepsy Foundation Eastern PA. Adapted from the traditional Mardi Gras held yearly in New Orleans, the Philadelphia-style Gala features an open bar complete with hurricanes, French Creole sit-down dinner, dancing and lively Mumpers' entertainment. A parade, extravagant decorations, beads, jester dolls, and masks all add to the festive décor.

*5th Annual Mardi Gras Gala
Philadelphia, PA
February 2012*

Audience: The Gala honors a prominent business or community leader as the King/Queen for their dedication to the cause of epilepsy/seizure disorder. Hundreds of prominent figures in the community, including the epilepsy community, come out to celebrate the Foundation and its accomplishments to improve the quality of life of individuals living with epilepsy and their caregivers.

Goals: Mardi Gras is a unique opportunity to recognize community and business leaders, raise funds to support the Foundation's local programs and services and to have a night of festive fun. The Gala also enables the Foundation to receive more local media attention than other events, so we are able to raise awareness about the EFEPA and epilepsy/seizure disorder.

Legacy Court Sponsor — \$10,000

- Includes seating for 20
- Highlighted company name at your tables;
- Permanent recognition on the Foundation's website;
- Name included in all media relations for the Gala;
- Premier placement on a full-page ad in the Mardi Gras program



King's Court Table Sponsor — \$5,000

- Includes preferred seating for 10 in the King's Court;
- Special day-of-event recognition;
- Preferred placement of a full-page ad in the Mardi Gras program

Table Sponsor — \$2,500

- Includes table for 10
- Full-page ad in the Mardi Gras program

Individual Tickets — \$250 per person

Additional Opportunities for Your Company

- Program Book-Ad Sizes and Specifications
Finished book size: 5.5" x 8.5"
\$500 Full Page, 5" x 8"
\$250 Half Page, 5" x 3.75"

- Sponsorship opportunities can be designed specifically to meet the needs of your company for the Mardi Gras Gala if there is not one that works for you.

