

HUNTINGTON SOCIETY OF CANADA

NATIONAL CONFERENCE

Sponsorship Opportunities

November 13 - 14, 2020
Niagara Falls , ON





What is Huntington disease?

HD is a fatal hereditary brain disorder with devastating effects on both the mind and body. It is likened to having the symptoms of Alzheimer's disease, Parkinson's disease and Amyotrophic Lateral Sclerosis (ALS) - all at the same time. A child born to a parent with HD has a 50 per cent chance of inheriting the same fate. One in every 7,000 Canadians has HD and there is currently no known cure or meaningful treatment for HD.

The good news is, with recent medical breakthroughs, many researchers and scientists believe that once we are successful in stopping the progression of HD we will also find the answers about many other neurological diseases.

Your valued support can help to bring us closer to this goal!

About the Huntington Society of Canada

The Huntington Society of Canada (HSC) is a not-for-profit charitable organization which raises funds to deliver individual and group counselling services to support individuals and families living with HD and to fund medical research to delay or stop the progression of the disease. HSC also works with health and social services professionals to enable them to better understand the needs of people living with HD.

HSC maximizes the quality of life of people living with HD by:

- Delivering services;
- Enabling others to understand the disease; and
- Furthering research to slow and prevent HD.

“

“We have Huntington disease in our family. I’m a teacher. My wife is a nurse. We are here to help.”

~ Ralph Walker, 1972

He and his wife, Ariel, co-founded HSC in 1973. In their own family, they had experienced the misinformation and confusion about Huntington disease (HD). It was so frustrating. Their sense of wanting to do something grew, and their hope was that if they opened up they might find others who needed help, and could help them, too.

Almost immediately, they heard from five families and that became a core group of volunteers, the first board members and lifelong friends. These are the roots of HSC.

Now, twenty-five years after the discovery of the HD gene, investigators are now testing drugs specifically designed to address the root cause of HD disease. Today, donor and sponsor support helps us continue to invest in the most promising laboratory and clinical research, developing and testing more potential ways to reverse, slow or prevent the progression of HD.

About the National Conference

This year, as we prepare to gather for HSC's 37th National Conference, we have a lot to talk about! The HD community will look forward to learning about strategies and techniques in HD care, support for caregivers, making their own impact on the future of HD, and perhaps the biggest draw, the latest news on the first-ever human clinical trials targeting the root cause of HD.



“It was my first time attending the conference and I must say it was fantastic. I learned so much and met so many people in the HD community. I feel like we’re not alone anymore with this disease. Thank you.”

~ HSC Conference Attendee, 2018

Please, support one of the HD community's most anticipated events! Our 2020 conference is expected to be the largest HSC National Conference to date, with over 350 attendees descending on the beautiful golden horseshoe and Ontario's own wonder of the world, Niagara Falls.



“Overall, as this was our first time to a conference, the information we received was absolutely crucial to going forward. Not only the research and studies that are progressing, but the day to day information on how to deal with our loved ones and how we ourselves cope...”

~ HSC Conference Attendee, 2018

HSC's biennial National Conference is the pivotal event for families and individuals living with HD. It is the one weekend, every two years, when families are surrounded by others who understand their shared experience, when the overwhelming sense of isolation is broken and hope is restored.

HSC is also delighted to say that thanks to generous sponsors and donors, we are able to fund 51 per cent of delegates to attend the Conference. Registration costs are subsidized nearly 50 per cent by HSC. This is just one more example of how our organization directly impacts families affected by HD and works to connect and inform them. We're proud of that!

KNOW YOUR AUDIENCE

FOR THE 2020 HSC NATIONAL CONFERENCE

WHY DO YOU ATTEND THE CONFERENCE?

GET UPDATED ON NEW RESEARCH & FINDINGS

LEARN CAREGIVING STRATEGIES

IMPROVE MY FUNDRAISING & AWARENESS STRATEGIES

CONNECT WITH OTHER HD FAMILIES

TO BE MOTIVATED & INSPIRED

350

TOTAL # OF ATTENDEES

47%

FIRST TIME ATTENDEES



70%
FEMALE



25%
MALE

5%
NO
REPLY

AVERAGE ATTENDEE AGE **45**

7% CLINICIANS, RESEARCHERS & CARE PROFESSIONALS

13% HSC STAFF/ BOARD MEMBERS

12% GENE-NEGATIVE

18% AT-RISK

21% YOUTH

22% GENE-POSITIVE

35% CHAPTER MEMBERS / VOLUNTEERS

53% CAREGIVERS

Program Basics

Confirmed to Date:

Thursday, November 12, 2020

- YPAHD (Young People Affected by HD) Day, a full-day of learning, for youth, ages 14-35
- Professional Development day for HSC's network of social workers
- Community Development night, an offering of evening workshops for HSC's volunteer-led Chapters to further their knowledge and skills in building awareness and raising funds for families and individuals affected by HD

Friday, November 13, 2020

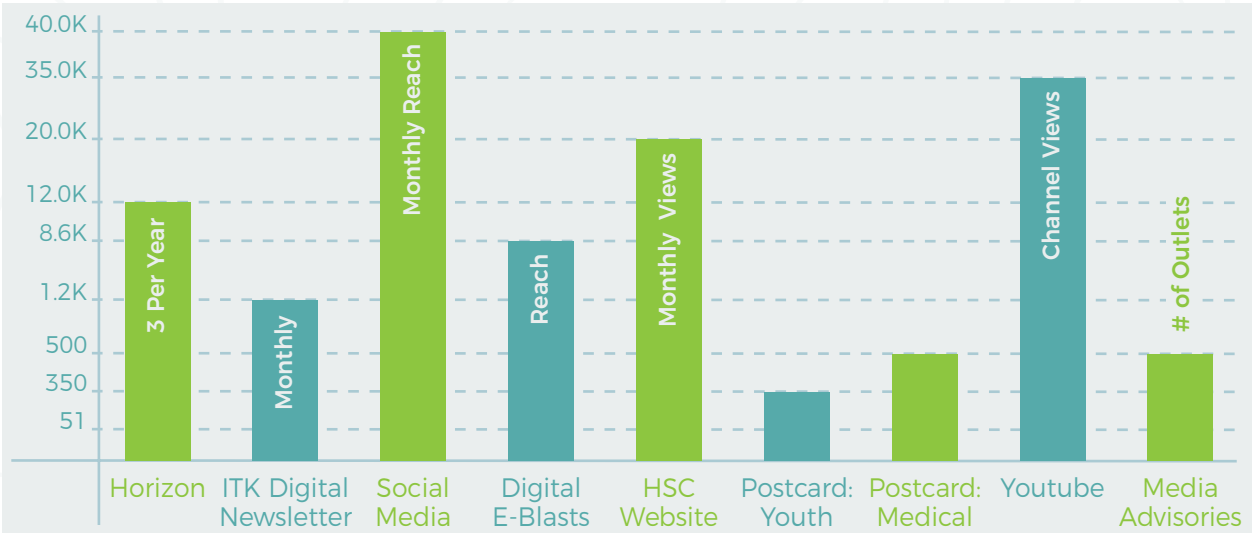
- Opening Keynote: "If I Can..." with Chris Koch
- An interactive plenary panel discussion on participating in, and supporting your loved ones participation in clinical trials, featuring Dr. Mark Guttman of the Centre for Movement Disorders in Toronto, ON, Dr. Tiago Mestre of the Ottawa Hospital Research Institute, and HD community members Tim irwin and Jenna Shea
- Welcome dinner event, hosted by the Niagara Chapter of HSC, at Table Rock Restaurant
- YPAHD Dinner, a separate dinner event, specifically directed at the youth attending the National Conference

Saturday, November 14, 2020

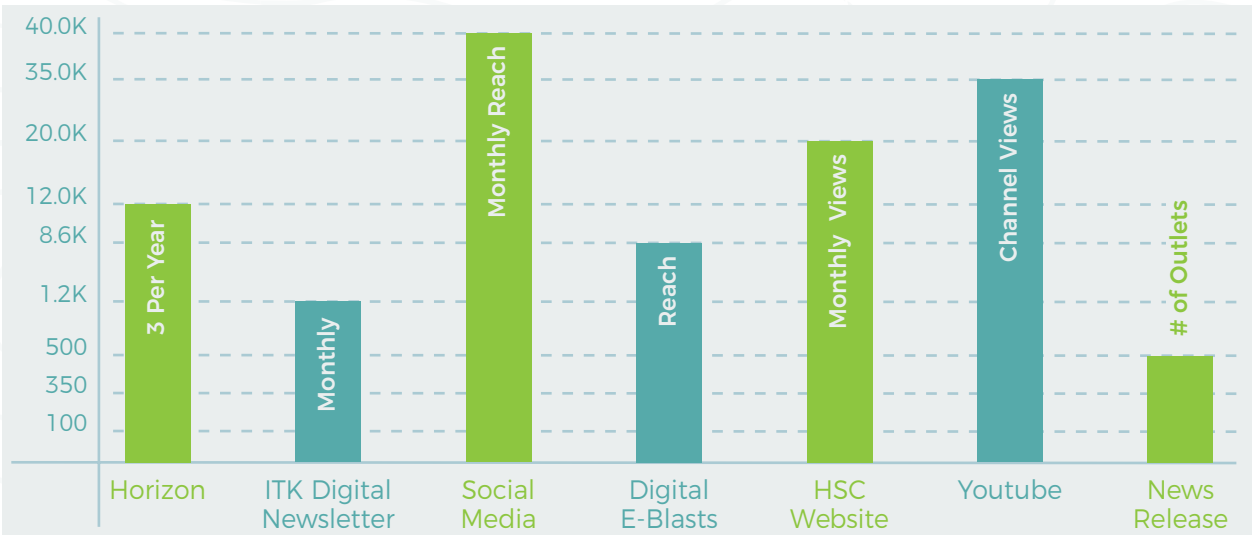
- Keynote presentation by HD Buzz Editors-in-Chief Drs. Ed Wild (Consultant Neurologist/Clinician/Scientist/Huntington disease Researcher/Science Communicator) and Jeff Carroll (Assistant Professor in the Behavioural Neuroscience Program and the Department of Psychology at Western Washington University)
- An awards gala dinner and dance, celebrating the successes of the HD community since the 2018 event, and officially closing the Conference

HSC National Conference Promotional Strategy and Sponsor Recognition

Pre-event promotion and sponsor recognition for the HSC National Conference includes a number of methods and mediums, such as:



Post-event coverage and sponsor recognition for the HSC National Conference includes a number of methods and mediums, such as:



BUDGETARY ITEMS	BUDGET
Travel Costs (of funded delegates)	\$135,000
Food and Beverage	\$100,000
Speaker Costs (Keynotes \$5,000 per)	\$25,000
Awards Dinner and Dance	\$20,000
Audio-Visual Equipment Rentals	\$15,000
Host Chapter Welcome Dinner	\$15,000
Printing and Promotion	\$7,500
Venue	\$5,000
Total	\$322,500

Funding Opportunities and Entitlements

P Platinum: \$25,000

Exclusive sponsor of the awards dinner and dance

G Gold: \$15,000

Title sponsor of YPAHD Day on Thursday, November 12 OR Title sponsor of the Niagara Chapter's Welcome Dinner at Table Rock Restaurant

S Silver: \$10,000

Silver sponsors can choose one of the following elements to sponsor:

- Friday keynotes, including the opening keynote with Chris Koch OR the plenary panel on clinical trials with Dr. Mark Cuttman, Dr. Tiago Mestre, Tim Irwin and Jenna Shea
- Saturday keynotes, including Dr. Ed Wild and Dr. Jeff Carroll
- Breakfast on Friday, Saturday, or the Sunday "Grab and Go" breakfast as delegates are departing
- Lunch on Friday or Saturday
- Niagara AirBus transportation from Pearson International to the Sheraton on the Falls
- Resource Fair, open Friday and Saturday

B Bronze: \$5,000

Bronze sponsors can choose one of the following elements to sponsor:

- One of four plenary/keynote presentations
- One of four workshop streams, including the care stream, research stream, general HD info stream or community development stream
- One of four coffee breaks
- The registration desk (open Thursday to Saturday)
- One of two morning activities offered to delegates to get active before the day begins
- The YPAHD dinner on Friday evening
- The Chapter Meet and Greet Social on Thursday evening

Entitlements	Platinum (\$25,000)	Gold (\$15,000)	Sliver (\$10,000)	Bronze (\$5,000)
Logo on HSC website and registration page				
Recognition in Conference Registration Package (digital)				
Logo on Conference invitations				
Recognition in eblasts and social media				
Dedicated eblast about your company to Conference delegates before the event				
Complimentary Conference Registrations	4 Full Conference Registrations with reserved seating at plenary sessions	2 Full Conference Registrations with reserved seating at plenary sessions	4 Single-day Conference Registrations	2 Single-day Conference Registrations
Recognition in 350+ Conference Program (print)	1/2 Page Ad	1/4 Page Ad	Logo	Logo
Logo on 350 delegate swag bags, with opportunity to include materials in the bag				
Logo on signage at event, including dedicated signage at your element				
Logo on slides shown between sessions				
Acknowledgment from Conference emcee				
Booth space at the Resource Fair	2 X 8' Tables in a Prominent location	2 X 8' Tables	1 Complimentary 8' Table Space	
Reserved seating at the Awards Dinner	1 Table of 10	6 Tickets	4 Tickets	2 Tickets
Recognition in Horizon newsletter	Feature	Logo	Name Listed	Name Listed



Huntington Society of Canada

HUNTINGTON

Société Huntington du Canada

Huntington Society of Canada

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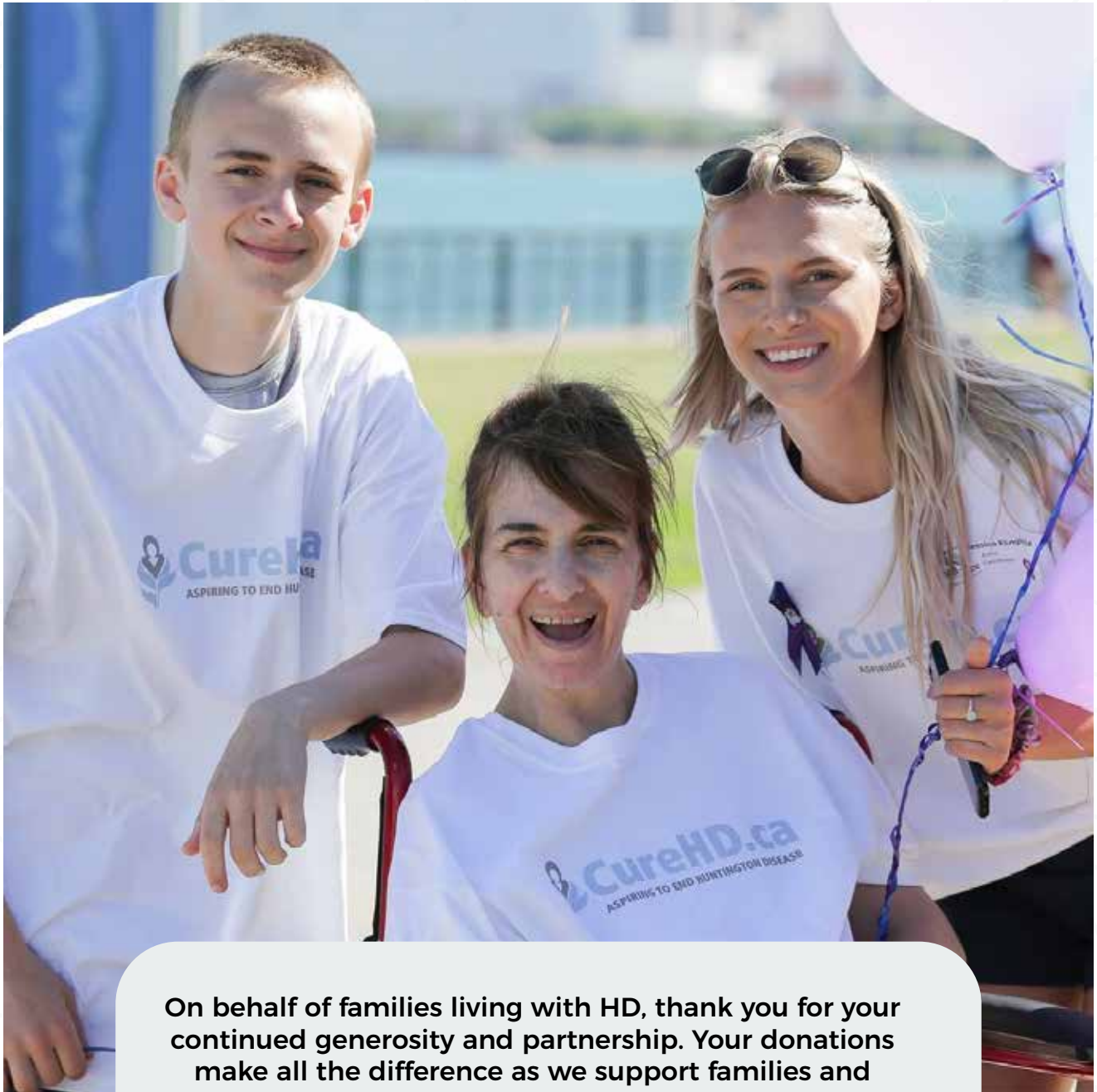
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events@huntingtonsociety.ca

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On behalf of families living with HD, thank you for your continued generosity and partnership. Your donations make all the difference as we support families and youth from coast to coast, reach out to families who are not yet receiving much needed support, invest in world-class research and play a leadership role in the international HD community.

With your help, we continue to improve the quality of life for people with HD, cultivate strength and resilience in the Huntington community and provide substantive reasons for hope.

 *Thank you!*