

Jack's Party on the Patio



A One Small Step Event Benefitting
The Foundation for Prader-Willi Research



Dear Potential Supporter,

On Friday, June 10th, 2016 we are hosting Jack's Party on the Patio at The Vintage House in Fraser, Michigan. We are expecting over 100 people at this event, which will include dinner, drinks, live music, a silent auction and a 50:50 raffle. Our event is just one of over 60 One Small Step events taking place internationally, and all proceeds from all of the events will go directly to fund critical research for Prader-Willi Syndrome (PWS).

PWS is a rare, non-inherited genetic disorder that leads to ***extreme and unrelenting hunger***. This relentless hunger coupled with a low metabolism (about half that of their typical peers) makes a mindful diet and a daily exercise routine vital to living the best life possible. Furthermore, most people with PWS require restricted food access to avoid the potential for obesity and related complications which can limit their future independence.

Our oldest child, Jack (4 years old), was diagnosed with PWS just over a 2 years ago. With proper funding, modern medical research may be able to realize current plans for more effective treatments and the elimination of many of the daily challenges for people with PWS.

Sponsorships are critical to the success of our evening and we would be thrilled if you would consider becoming a sponsor of our event. By teaming up with FPWR, your company will gain marketing exposure among our audience and have the potential to reach countless others based on your sponsorship level. Enclosed, please find the various benefits of sponsorship based on the different sponsorship levels as well as general information about the One Small Step fundraising program through the Foundation for Prader-Willi Research.

Thank you in advance for helping to make Jack's Party on the Patio a successful evening and for ensuring that Jack, and all those living with Prader-Willi Syndrome, will one day be able to live life FULL.

Sincerely,
Laura Miesle
(317-696-4907)
lmiesle@gmail.com

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Sponsorship Level	Monetary Donation	Logo Placement on Event Registration Webpage	Logo Placement on Event Donation Webpage	Logo Placement on Event Signage	Event Tickets
Platinum	\$1000.00	★	★	★	4 tickets
Gold	\$500.00	-	★	★	2 tickets
Silver	\$250.00	-	-	★	2 tickets
Bronze	\$100.00	-	-	★	-

Sponsorship Payments:

- Sponsorship payments by check can be made out to The Foundation for Prader-Willi Research (or FPWR) and mailed to: Laura Miesle, Foundation for Prader-Willi Research, 14236 Turner Hollow Pl, Fishers, IN 46040
- Sponsorship payments by credit card can be made directly online at: <https://www.fpwr.org/events/jacks-party-on-the-patio/>

Note: For logo inclusion on event signage, please email your company logo to immiesle@gmail.com by May 10th, 2016.

*The Foundation for Prader-Willi Research is recognized as a 501(c)(3) organization by the Internal Revenue Service (ID# 31-1763110).
5455 Wilshire Blvd, Suite 2020, Los Angeles, CA 90036*



FOUNDATION FOR PRADER-WILLI RESEARCH

Eliminating the challenges of PWS, through the advancement of research

ONE SMALL STEP

Our children have Prader-Willi syndrome (PWS), a genetic diagnosis that predisposes them to obesity and all the complications that come with it. As such, our families are health conscious and lead active lifestyles. People with Prader-Willi syndrome have an unrelenting hunger that leaves them feeling starving ALL THE TIME. This relentless hunger coupled with a cruel low metabolism (about half that of their typical peers) makes a mindful diet and daily exercise routine a requirement of their lives.

So why am I writing you? Our One SMALL Step for Prader-Willi syndrome walk program is beginning its 2016 fundraising campaign and we are looking for corporate partners! One SMALL Step, hosted by the Foundation for Prader-Willi Research, is an international event supported by Prader-Willi organizations and families in the US, Canada, the UK, Belgium and France. One SMALL Step events have collectively raised over \$4,000,000 and ALL proceeds are used for Prader-Willi research. More than 7,000 walkers participate in One SMALL Step events every year and we are continuing to grow!

What are the benefits of teaming with One SMALL Step? In 2015, One SMALL Step walks took place in 74 locations worldwide. Our website, <http://OneSMALLStep.fpwr.org>, encompasses over 700 fundraiser pages, all of which include the logos of our sponsors. Fundraisers share these pages via Facebook, twitter and e-mail with all their contacts exponentially increasing logo exposure. Donors, fundraisers and visitors all see sponsor logos on multiple pages of the website. In addition to our website, sponsors have the option of having their logos placed prominently on our One SMALL Step event t-shirts and signage at the individual events.





ONE SmallSTEP

for Prader-Willi Syndrome

The International One SMALL Step walk program is the world's most collaborative PWS fundraising initiative. It demonstrates the power of individuals and organizations working together to achieve a common goal. Prader-Willi organizations from around the world have all come together to achieve one mission: **To eliminate the challenges of PWS, through the advancement of research.** Since 2003, The Foundation for Prader-Willi Research with the help of the One SMALL Step walk program, has financed more than \$4M in cutting-edge research at leading institutions around the globe.

In 2016 we plan to expand our already successful walk series through national partnerships with individuals and corporations that believe all children deserve a future free of limitations. The 2016 One SMALL Step walk series will attract families and individuals from all walks of life to participate in more than 75 events with a goal of raising \$1.5M.

100% of proceeds from One SMALL Step walks are used to fund Prader-Willi research



"Today, I explained to Dash that we do this walk every year to figure out why he needs to eat special food and to see if we can fix it. He said, "Please. Please fix it."

-- Cindy Szapacs, Philadelphia, PA





2015 Statistics



74 events
worldwide



720 online
fundraisers



9,380
donors



\$1,460,000
raised

Sponsor Visibility

Taking One SMALL Step provides visibility for your company! Our PWS families are brand loyal and avid advocates. Sponsoring One SMALL Step puts your company logo in front of thousands of potential customers through:

- The One SMALL Step website
- E-mails to One SMALL Step supporters, fundraisers, walkers and hosts
- Participant t-shirts distributed at every event
- Regional radio, television and print media (depending on market and event timing)
- Walk literature
- Event signage

Prader-Willi Syndrome

(PWS), is a complex genetic disorder that occurs randomly in approximately one out of every 15,000 births. PWS is a life threatening medical disorder if left untreated.

The symptoms of PWS are varied and dramatic. The most notable symptom is an insatiable hunger and most people with PWS are not able to control their food intake. For someone with PWS, the feeling of fullness after eating is missing. Hyperphagia coupled with a metabolism requiring only about 60% of the calories of a typical peer can lead to excessive eating, diabetes, morbid obesity and even death.

In addition to constantly feeling hungry, people with PWS may also suffer from challenges such as: short stature, scoliosis, sleep disturbances, skin picking, speech apraxia, mental illness, cognitive delays, obsessive-compulsive disorder, and difficulty controlling emotions.

Early diagnosis and research is critical to helping PWS children lead more productive lives **through education, diet and exercise.**

For more information please visit www.FPWR.org.

