



Pies for Parkinson's –Cause Marketing Opportunity Overview

Building on the efforts of our volunteer fundraisers in communities across the country we are asking local bakeries to demonstrate their support through the Parkinson Community as part of a broad promotion kicking off on 3.14 – Pie Day, March 14, 2019.

The concept was launched on Pi Day (March 14, or 3.14) in 2018 as a rallying cry for our Chapters and Support Groups, retirement and long term care communities, school groups, volunteers and other communities to host a bake sale in support of Parkinson Canada. It's just one of the many ways that Canadians impacted by Parkinson's choose to support Parkinson Canada.

Per iQuanti data, searches for Pi Day and Pi Day promotions are on the rise, as are paid and organic social searches. At this time, no charitable organization is commonly associated with Pi Day and Parkinson Canada is looking for partners to stake a claim on the day with.

As “Pi Day” becomes more popular, consumers are starting to seek out promotions, as online searches for “Pi Day deals” have also grown, the iQuanti data show. Searches for “pi” increased 69% from February to March 2017, and searches for “Pi Day” increased 96%.¹

We look forward to opportunities to amplify our mutual social and traditional media lift on this faux-holiday. Specifically, we are seeking bakery partners who:

- Are able to offer a portion of sales from bake-at-home; readymade or sliced pie sales to support Parkinson Canada's mission, ideally for a single day or week long period launching on March 14
- Are proud to demonstrate corporate solidarity with the local and national Parkinson community
- See the benefit of partnering with a charitable brand that is nationwide in scope and personal impact on a traditional and social media marketing campaign on and leading up to Pi Day, 2019 in an effort to drive brand awareness and in-store traffic

Each partner will be supplied with brand approved social and print collateral to support the promotion of their Pi(es) for Parkinson's sale.

Recognition opportunities will be scaled with relative size of contributions, and include:

- Recognition of partners in all news releases and media appearances related to Pies for Parkinson's
- Interaction and engagement with Parkinson Canada social media properties, including a concerted launch campaign with provided collateral, social posts, and sequenced shares, reposts and support from affiliated and network properties
- Logo and link on Parkinson Canada Fundraising Your Way site as partners on Pi(es) for Parkinson's
- Recognition with Parkinson Canada support group promotion and in pre- and post-event emails, list sized to be determined
- Opportunity to promote partnership and CSR efforts through partners own channels

¹ <https://www.marketingdive.com/news/pi-day-interest-grows-and-marketers-respond/519090/>



About Parkinson Canada

As an organization at the forefront of research, education and service delivery for a complex, neurological condition that has broad reaching impact on the health and well-being of Canadians, support of Parkinson Canada provides an opportunity to make a meaningful impact.

More than that, an opportunity is provided to you to combine your corporate social responsibility goals and business needs through a partnership that is prepared to deliver meaningful return on investment for your marketing dollars.

Parkinson Canada is the national voice of Canadians living with Parkinson's and all other types of Parkinsonism.

- Our mission is to transform the lives of People living with Parkinson's. We do this through:
 - **Research** leading to the end of Parkinson's
 - **Advocacy** bringing the voices of Parkinson's to the forefront
 - **Support** helping People Living with Parkinson's live well through education
- Our vision is a better life today for People Living with Parkinson's; a world without Parkinson's tomorrow.

Parkinson Canada is the first place anyone, anywhere in Canada can turn when faced with a life changing diagnosis. Currently, some 100,000+ Canadians live with Parkinson's, together with more than 400,000 care partners, spouses and close family members have a place to turn when in need. With more than 25 Canadians being diagnosed every day, and the number of Canadians with Parkinson's expected to double by 2031. We think you will agree, that the time to make a difference is now!

While it is true that the majority of people diagnosed with Parkinson's are over the age of 65, more and more are being diagnosed in their 50's or younger – it is not just a disease of the elderly. But it does have a heavy impact on the Baby Boom Generation.

From the moment anyone, anywhere in Canada receives a diagnosis Parkinson Canada is there. Parkinson's is a chronic, progressive neurodegenerative condition which most live with for an extended period of time, it robs people of their independence and quality of life, leading to premature death.

Parkinson Canada is a part of each person's Parkinson Journey and with your support, we will continue to be there every step of the way - together.

“ Without Parkinson Canada, having Parkinson's can be a very lonely place. They are creating community on the journey of hope, healing and finding a cure. Without it people are isolated and struggling to find hope.”

- Peter Davison, Person living with Young Onset Parkinson's
