



**STEVE VAN VLAENDEREN**  
**2017-2019 SAIL ON WITH PARKINSON'S**  
LAKE WINNIPEG & GREAT LAKES CAMPAIGN  
SPONSORSHIP PROPOSAL



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# THE MISSION

The primary mission of “Sail on with Parkinson’s” is to advocate for, and create awareness of the issues facing, people living with Parkinson’s Disease (PD) .

As a Parkinson Ambassador Steve Van Vlaenderen will participate in federal and provincial advocacy initiatives to help move PD issues forward.

By sharing his experience, as someone who lives with and has to cope with the challenges of Parkinson’s Disease every day, he hopes to inspire those living with Parkinson’s that they do not have to give up their dreams; to not let Parkinson’s define who they are.

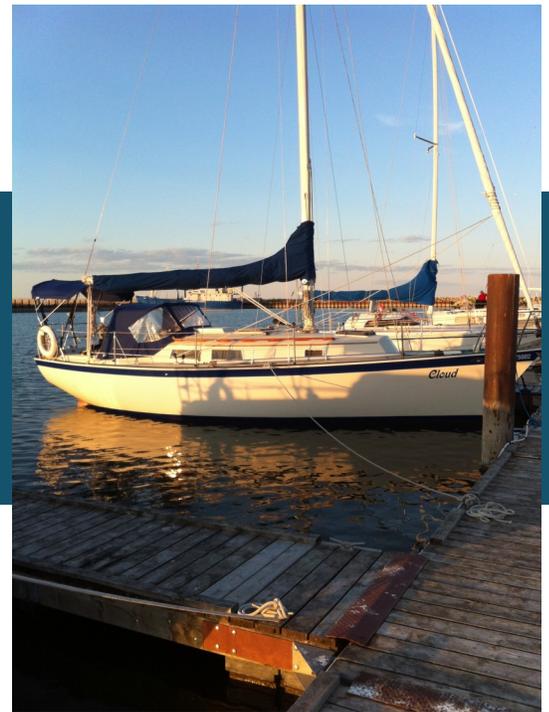


# OUR VISION

Steve Van Vlaenderen and Darlene Hildebrand plan to embark on a three year epic sailing excursion around Lake Winnipeg, Lake Superior, Lake Michigan, Lake Huron, Lake Erie, Lake Ontario and the St Lawrence River, finishing in Montreal.

- 2017 Lake Winnipeg
- 2018 Lake Superior, Lake Michigan and Lake Huron
- 2019 Lake Erie, Lake Ontario and the St Lawrence River

There are a possible 185 ports along the proposed route. The local media, with the help of local Parkinson's support groups, shall be encouraged to cover the story. Steve Van Vlaenderen will also make himself available to address Parkinson's support groups, schedule permitting.



# OUR VISION continued..

It is their vision to utilize social Media to chronicle their journey and experiences

- ◆ Facebook
- ◆ Twitter
- ◆ Instagram
- ◆ Sail on with Parkinson's Website
  - ◆ Blogs
  - ◆ YouTube

Articles Authored by Steve Van Vlaenderen chronicling the journey will also be submitted from time to time for possible publications.

It is Steve VanVlaenderen's hope that their story will not only inspire but will also encourage others to donate to find a Parkinson's cure and support treatment programs.



# OUR PLAN TO SUCCEED

We can't achieve their mission without the support of volunteers, donors, partner organizations and sponsors.

Our plans to accomplish this includes:

- ◆ Working with Parkinson Canada to create awareness of Parkinson's Disease and the challenges faced by those living with it.
- ◆ Encouraging volunteers to contribute their talent, stories, and relationship connections in the fight to understand Parkinson's Disease and find a cure.
- ◆ Working with corporations and organizations by offering tangible reasons to align their corporate goals and partner with Parkinson's through sponsorship, special promotions, co-branding and more.
- ◆ Continue working as a Parkinson Ambassador advocating to health care professionals, care givers and politicians for the resources required to enhance the lives of those currently living with Parkinson's and for finding a cure.



# WHAT IS PARKINSON'S DISEASE?

Parkinson's Disease (PD) is a chronic and progressive movement disorder, meaning that the symptoms continue and worsen over time. Over one million people in Canada and the US are living with Parkinson's disease. The cause is unknown, and there is presently no cure. There are treatment options such as medication and surgery to manage its symptoms.

Parkinson's involves the malfunction and death of vital nerve cells in the brain called neurons. Parkinson's primarily affects neurons in an area of the brain called substantia nigra. Some of these neurons produce dopamine, a chemical that sends messages to the part of the brain that controls movement and coordination. As PD progresses, the amount of dopamine produced in the brain decreases, leaving a person unable to control movement normally.

The specific group of symptoms that an individual experiences varies from person to person. Primary motor signs of Parkinson's disease include the following:

- ◆ **Tremor** of the hand, arms, legs, and face.
- ◆ **Bradykinesia** or slowness of movement.
- ◆ **Rigidly** or stiffness of the limbs and trunk
- ◆ **Postural instability** or impaired balance and coordination



# WHAT IS PARKINSONS?

Scientists are also exploring the idea that loss of cells in other areas of the brain and body contribute to Parkinson's Disease. For example, researchers have discovered that the hallmark sign of Parkinson's disease – clumps of a protein called alpha-synuclein, which are also called Lewy Bodies- are found not only in the mid brain but also in the brain stem and the olfactory bulb.

These areas of the brain correlate to nonmotor functions such as sense of smell and sleep regulation. The presence of Lewy bodies in these areas could explain why other nonmotor symptoms such as depression and anxiety are experienced by some people with PD before any motor signs of the disease appear.

In 2005, there were an estimated 4.1 million people worldwide with Parkinson's disease. By 2030 that number is predicted to climb to 8.7 million.

*Source; Parkinson's Disease Foundation*



# THE TEAM

## STEVE VAN VLAENDEREN

Steve Van Vlaenderen (67) is an entrepreneur , amateur photographer, writer, speaker, sports enthusiast and Parkinson Ambassador. Steve took up sailing for the first time in 2010, purchasing a 31ft Niagara Hinterhoeller racing cruiser.

In 2011 he was diagnosed with Parkinson's. Against his doctor's recommendation he continued to advance his sailing skills; sailing on Lake Winnipeg with the dream of some-day sailing the Great Lakes.

In 2013, to combat and slow the progression of his Parkinson's and to better cope with the non-motor symptom of PD such as anxiety and depression he undertook a vigorous strength training program.



# THE TEAM

## STEVE VAN VLAENDEREN HIGHLIGHTS

- ◆ **2010 -2014** competed in the Gimli Yacht Clubs organized pursuit races.
- ◆ **2010- 2016** cruised around lake Winnipeg.
- ◆ **2015** Steve competed in his first Manitoba Amateur Bodybuilding Association ( MABBA) championship - finishing 2<sup>nd</sup> in the Novice Category.
- ◆ **2015** Steve was honored as one of Metro One Newspaper journalist Ace Burpee's "100 Most Fascinating Manitobans of 2015" .
- ◆ **2015** presented with the Mass Meltdown X-factor Award at the MABBA championship.
- ◆ **2016** he competed in the MABBA Provincial Bodybuilding Championship – finishing 5<sup>th</sup> .
- ◆ **2015** Steve's team Popeyes raised \$3,800 for the Parkinson Canada Superwalk.
- ◆ **2016** Steve's team Popeyes raised \$16,195 for the Parkinson Canada Superwalk.
- ◆ **2011 – 2016** published articles about sailing with Parkinsons and general experiences.
- ◆ **2016** attended the World Parkinson's Congress in Portland Oregon – 4,300 delegates from 67 countries.



# THE TEAM

## DARLENE HILDEBRAND

Darlene Hildebrand (64) recently retired as Director of Victoria Lifeline a not for profit community service providing personal medical alarm services. Prior to Victoria Lifeline she worked for 30 years in the financial industry. Darlene took up sailing for the first time in 2010.

## HIGHLIGHTS

- ◆ **2010 – 2016** Taking the helm, logged almost 2,500 nautical miles sailing on Lake Winnipeg
- ◆ **2011 – Present** Supported and advocated on behalf of Parkinson's
- ◆ **2016** Attended the Worlds Parkinson's Congress – in Portland Oregon



# THE BOAT

## CLOUD

Cloud is a 1981 Niagara 31, a great sailing cruiser built by Hinterhoeller Yachts. There were about 100 of these German Frers designed sloops which gained a reputation as great sailing vessels with a good cruising interior. The design offers sleeping for five in three berths, ample storage space and reasonable 6'1" headroom. This particular boat is well equipped and has received an intensive maintenance schedule over the past six years, she is ready for some new sailing adventures.

## SPECIFICATIONS

**LOA:** 31 ft 3 in

**BEAM:** 10 ft 4 in

**LWL:** 24 ft 3 in

**MINIMUM DRAFT:** 5 ft 0 in

**DISPLACEMENT:** 8000 lbs Dry Load

**BALLAST:** 3550 lbs

**BRIDGE CLEARANCE:** 47 ft 0 in

**HEADROOM:** 6 ft 1 in

**ENGINE BRAND:** Volvo Penta

**ENGINE/FUEL TYPE:** Inboard/Diesel

**ENGINE HOURS:** 2000

**PROPELLER:** 110S Saildrive Folding Prop

**ENGINE POWER:** 13.5 HP

**FRESH WATER TANKS:** 1 (40 Gallons)

**FUEL TANKS:** 1 (22 Gallons)

**HOLDING TANKS:** 1 (25 Gallons)

**AUTOPILOT:** Raymarine

**LOG-SPEEDOMETER & DEPTHSOUNDER:** Datamarine

**SPINNAKER:** Furling genoa - 142% North Sail

**BATTENED MAINSAIL:** Loose footed – North Sail



# THE BOAT

## ADDITIONAL EQUIPMENT

Spinnaker – North Sail

Spinnaker pole

Battery charger

Refrigerator

Manual bilge pump

2 110 watt Solar Panels

CQR anchor with 15' chain, 200' rode

Bruce anchor

25 lbs CQR spare anchor; chain & rode

Danforth anchor

Zodiac

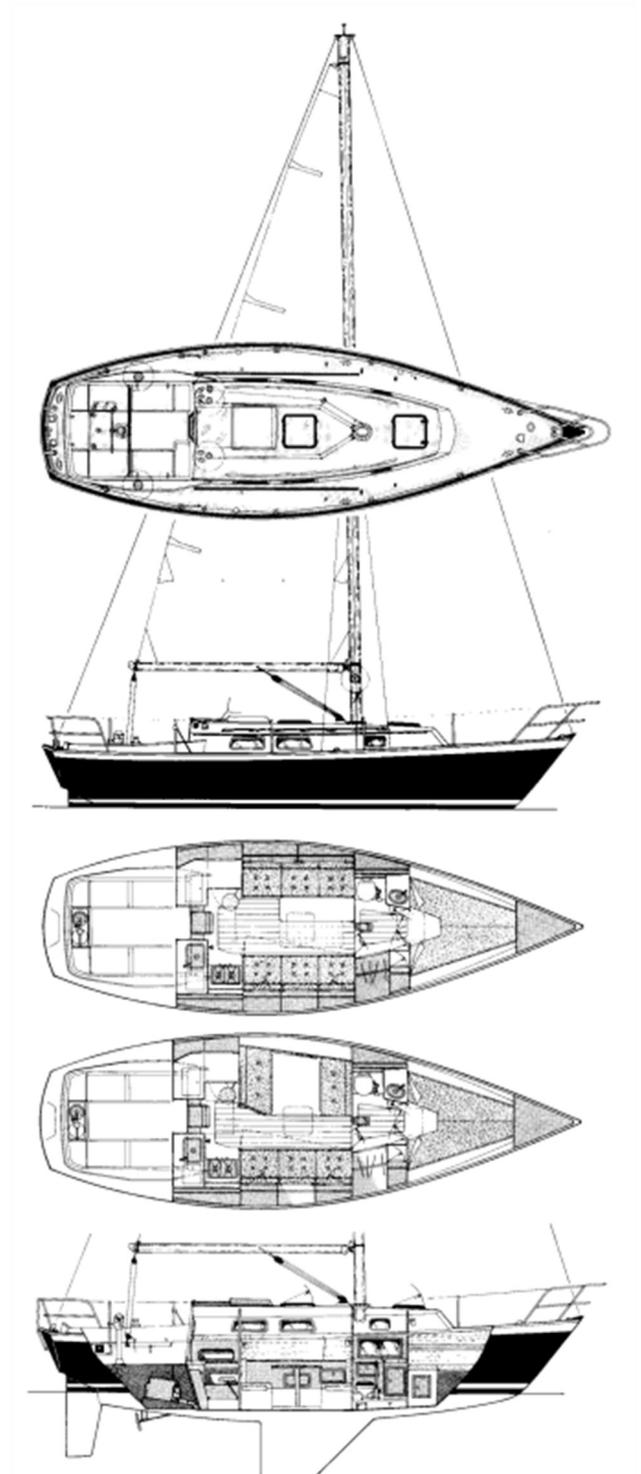
Shore power and cord

Whisker pole

AIS system

In Reach

Life jackets



# SAIL ON WITH PARKINSONS

The sailing/ Parkinson's awareness campaign will be broken into three legs over a three year period. During the first leg, scheduled for 2017, Steve and Darlene will sail from Gimli Manitoba to Georges Island located in the upper basin of Lake Winnipeg and return.

For the second leg of their journey, the boat will be transported to Duluth Minnesota where they will officially launch Cloud for the start of their Great Lakes track. Scheduled for 2018, the voyage will take them from Duluth, Minnesota to Sarnia, Ontario.

The third leg, scheduled for 2019, will take them from Sarnia across Lake Erie, through the Welland Canal, across Lake Ontario, then up the St Lawrence River to their final destination of Montreal Quebec.

For a detailed itinerary, please refer to the sail plan. Note, the sail plan may be subject to change.



# 2017 SAIL PLAN

<b>Gimli, Manitoba</b>	Marina
<b>Silver Harbor</b>	Marina
<b>Hnausa Harbor</b>	Harbor
<b>Hecla Village</b>	Harbor
<b>Black Island</b>	Anchorage
<b>Gull Harbor</b>	Marina
<b>Manigotagan</b>	Anchorage
<b>Granite Quarry Cove</b>	Anchorage
<b>Matheson island</b>	Harbor
<b>Princess Harbor</b>	Harbor
<b>Berens Island</b>	Anchorage
<b>Georges Island</b>	Harbor
<b>McBeth</b>	Harbor
<b>Gimli, Manitoba</b>	Marina

*(note: sail plan subject to change)*



# ROUTE MAP



# 2018 DULUTH TO SARNIA SAIL PLAN

**Duluth, Minnesota**

**Siskiwit Bay, Wisconsin**

**Bayfield, Wisconsin**

**Saxon Harbor, Wisconsin**

**Black River, Michigan**

**Ontonagon, MI**

**Houghton, MI**

**Big Bay, MI**

**Marquette, MI**

**Munising, MI**

**Grand Marais, MI**

**Little Lake Harbor, MI**

**Sault Ste Marie, Ontario**

**DE Tour Village, MI**

**Rogers City Marina, MI**

**Hammond Bay Refuge Harbor, MI**

**Presque Isle, MI**

**Alpena, MI**

**Harrisville, MI**

**Oscoda, MI**

**Port Austin, MI**

**Harbor Beach, MI**

**Port Sanilac, MI**

**Lexington, MI**

**Sarnia, Ontario - Bridgeview Marina**

*(note: sail plan subject to change)*



# 2019 SARNIA TO MONTREAL SAIL PLAN

**Sarnia Ontario**

**Algonac, MI**

**Harsens Island, MI**

**Windsor, Ontario**

**Amherstburg, Ontario**

**Colchester, Ontario**

**Leamington,, Ontario**

**Erieau, Ontario**

**Port Glasgow, Ontario**

**Port Stanley, Ontario**

**Port Burwell, Ontario**

**Port Rowan, Ontario**

**Port Dover, Ontario**

**Port Colborne, Ontario**

**Welland Canal**

**Port Dalhousie, Ontario**

**Oakville, Ontario**

**Toronto, Ontario**

**Whitby, Ontario**

**Port Hope, Ontario**

**Bath, Ontario**

**Collins Bay , Ontario**

**Kingston, Ontario**

**Gananoque, Ontario**

**Brockville, Ontario**

**Cornwall, Ontario**

**Montreal, Quebec**

*(note sail plan is subject to change)*



# PARTNERSHIP WITH PARKINSON CANADA

Steve Van Vlaenderen (Sail on with Parkinson's) has partnered with Parkinson Canada. The donate portion of the Sail on web site will be directly linked to Parkinson Canada. Their organization will handle the administration, distribution of the donated funds and issuance of tax receipts. All sponsorship monies raised shall be used to cover expenses as outlined in this proposal.

## ABOUT PARKINSON CANADA

Parkinson Canada is the national voice of Canadians living with Parkinson's disease. From diagnosis to discovery, we guide the way for Canadians to live with Parkinson's disease through education, advocacy and support services. Whether you are an individual living with Parkinson's, a health care professional who treats them or a family caregiver, we offer programs and services in communities coast to coast to coast, over the telephone and online. The Parkinson Canada Research Program funds innovative research to search for better treatments and a cure. Working with provincial and federal governments, our advocacy efforts seek to improve the quality of life for those living with Parkinson's and their families.



# ABOUT PARKINSON CANADA

Parkinson Canada participates in numerous coalitions and partnerships to effectively fulfil its mission.

- ◆ Parkinson Canada is a founding member of Neurological Health Charities Canada (NHCC), whose primary aim is to seek a national brain strategy. In partnership with the Public Health Agency of Canada, a national epidemiological study of neurological disease was published in 2014.
- ◆ Parkinson Canada cooperates with a vast range of international, provincial or locally based organizations, whenever it advances the cause of the Parkinson's community.
- ◆ Parkinson Canada is a member of the Best Medicines Coalition, Carers Canada, Canadian Coalition For Genetic Fairness, Health Charities Coalition of Canada, Neurological Health Charities Canada and the World Parkinson Coalition.

A national registered charity, Parkinson Canada fulfils its mission through the generosity of donors and is an accredited organization under the Imagine Canada Standards Program.



# THE BUDGET

DESCRIPTION	2017	2018	2019
<b>1</b> INFRASTRUCTURE	\$5,000.00		
<b>2</b> EQUIPMENT	\$10,000.00	\$2,000.00	
<b>3</b> TRANSPORT		\$3,000.00	\$5,000.00
<b>4</b> INSURANCE	\$700.00	\$700.00	\$700.00
<b>5</b> SLIP FEES	\$1,300.00	\$3,500.00	\$3,500.00
<b>6</b> STORAGE	\$2,400.00	\$2,400.00	\$2,400.00
<b>7</b> RUNNING COSTS	\$2,000.00	\$18,971.00	\$18,971.00
<b>TOTAL</b>	\$21,400.00	\$30,571.00	\$30,571.00
		<b>3 YR TOTAL</b>	<b>\$82,542.00</b>



# SPONSORSHIP

## SAILING OFFERS UNIVERAL VALUES

Sailing is an excellent metaphor for the ideal operating model for corporations worldwide. Just as important are similarities between sailing and having to deal with everyday challenges facing people with Parkinson's disease. Sailing captures the power of human emotion, teamwork, endurance, strategy, tactics and technology interacting with the environment and working towards a common vision. These are uplifting, empowering themes that everyone can relate to.

The Sail on with Parkinson's campaign not only provides an opportunity for companies and brands to have their messages conveyed to a regional and national audience but also creates a connection between the crew, their employees, customers and those living with Parkinson's.

## BRANDING OPPORTUNITIES

The thirty one foot Niagara sailboat is a blank canvas and the perfect communication platform, providing heightened brand awareness and publicity through hull and sail branding .

Throughout the three year campaign, the boat will be displayed in various media formats including television, radio, print, social media and on a web site.

Between sailings, the boat will be moored at various marinas en route where people will have an opportunity to visit up close.

Create a link to sponsor/partner web-sites.

To create increased awareness about Parkinson's and to strengthen the connection to the sponsors customer and consumer brands.

Provides positive brand association with the positive, healthy values associated with sailing.



# SPONSORSHIP

## CORPORATE SPONSORS

Main sail branded with sponsors name

cost negotiable

Hull branded with sponsors Logo

cost negotiable

Boom branded with sponsors logo

cost negotiable

Placement of sponsor logo and brief description on the Sail on with Parkinson's website and provide a link to the sponsors web site.

## PLATINUM

### Cash contributions

Gold –	\$1,000.00 - up
Silver –	\$500.00 - \$1,000.00
Bronze -	\$100.00 - \$500.00

## SUPPLIER SPONSORS

Sponsors offering goods and services rather than cash as their sponsorship offering shall have the opportunity for:

Placement of sponsor logo and brief description on the Sail on with Parkinson's web site and provide links to the sponsors web site.

The sponsor will have an opportunity to take advantage of the branding opportunities at the selected stop overs

### In Kind contributions

Gold –	\$1,000.00 - up
Silver –	\$500.00 - \$1,000.00
Bronze -	\$100.00 - \$500.00



# SPONSORSHIP

## PARTNERS SPONSORS

Sponsors will have the opportunity to partner up with Sillon with Parkinsons to develop their own fund raising initiative.

For further details or question please contact us directly.

## INDIVIDUAL SPONSORS

Individual will have the opportunity to sponsor Sillon with Parkinson's. Individual shall be acknowledged on the Sillon website.

## DONATIONS

Donations can be made directly online by clicking on Donate provided on the website- Parkinson's Canada will issue that tax receipt.

## THE STOPOVERS

Tailored to meet the skipper & crew's engagements.

Sponsor/ client opportunities.

Local Parkinson's support groups/awareness engagements.

The boat highly visible at marina locations en route.

Local, regional, national and social media coverage including a blog posted on a regular basis.

Brand promotion, product sampling , consumer engagement options. To be arranged by the sponsor.



# SPONSORS



# CONTACT

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