



AVERY'S RIDE FOR PKU

June 7 – August 17, 2014

SPONSORSHIP INFORMATION

You are invited to sponsor a unique nation-wide event – Avery's Ride for PKU, in association with Canadian PKU & Allied Disorders Inc. (CanPKU). CanPKU was started in 2008 when its founders realized there was no organized or national voice for those living with phenylketonuria (PKU) or allied disorders – inherited metabolic disorders detected by modern newborn screening. This is your chance to show your support for those with rare disorders and help better the lives of others through improved health care, education and support.

About PKU:

PKU is a genetic, metabolic disorder that inhibits or eliminates the body's ability to process protein properly. PKU affects approximately 1 in 12,000 Canadians. Without early diagnosis and proper management, this condition leads to mental retardation and other neurological issues. With early detection, a very strict low-protein diet and new treatments becoming available, the negative effects of PKU can be avoided. The treatment options are effective but expensive, and access to clinical care and treatments varies greatly by Province / Territory.

About Avery's Ride for PKU and CanPKU:

Avery's Ride for PKU is the brain child of Kevin Dube who was inspired to make a difference when his niece was diagnosed at birth with Phenylketonuria. After researching the disease, Kevin contacted CanPKU for support and information. Our mission is to improve the lives of people with PKU and allied disorders and the lives of their families.

Avery's Ride for PKU's journey across Canada will advocate, raise awareness, fundraise and promote community for those individuals and families dealing with PKU. The route will begin on June 7th in Victoria, British Columbia and, in just over two months, come to a momentous ending in St. John's, Newfoundland on August 17th.

Avery's Ride for PKU's goals are in line with those of CanPKU which include:

1. Holding five educational and/or networking events across Canada per year that can include fundraising and awareness activities;
2. Advocating on provincial and national levels for better health care, treatment coverage and support, on behalf of our PKU families;
3. Providing travel scholarships to PKU families who live outside major cities; enabling those who cannot afford the travel costs to attend events
4. Bettering the lives of those with PKU, including our newest initiative of providing PKU Starter Kits to those diagnosed with PKU in Canada





Following are the various levels of sponsorship. Small businesses are welcome to sponsor Avery's Ride for PKU and are defined as a business with fewer than 100 employees and annual revenue of less than \$5 million. Larger businesses are welcome to request a copy of our sponsorship package designed for corporations. We look forward to your support for Avery's Ride for PKU.

Levels of Sponsorship:

Bronze

\$25 to \$249

Benefits:

Recognition of sponsorship level on Avery's Ride for PKU website
<http://www.rideforpku.ca/>
 One Supportive membership (non-voting) in CanPKU

Silver

\$250 to \$499

Benefits:

One Supportive membership (non-voting) in CanPKU
 Recognition of sponsorship level on Avery's Ride for PKU website
<http://www.rideforpku.ca/>
 Recognize sponsorship on CanPKU website and newsletter

Gold

\$500 +

Benefits:

One Supportive membership (non-voting) in CanPKU
 Recognition of sponsorship level on Avery's Ride for PKU website
<http://www.rideforpku.ca/>
 Recognition on Ride postcard handout (time-sensitive)
 Recognition of Sponsorship on CanPKU Facebook page, website and newsletter
 Recognition at local Ride events

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