



# Pump it for Parkinson's

Thursday, April 9, 2026

## 4<sup>TH</sup> ANNUAL STEP-A-THON, BASKETBALL CHALLENGE, VENDOR FAIR, AND COMMUNITY WALK EVENT.

Raising awareness on the benefits of exercise  
for people with Parkinson's Disease

The National Institute for Fitness and Sport • 250 University Boulevard | Indianapolis, IN 46202

Please provide your contact information and register from the categories below and submit to [Emily Davenport](#).  
See opposite side for details of sponsorship.

Company Name Sponsor: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- Platinum Sponsor: \$7,500
- Gold Sponsor: \$5,000
- Silver Sponsor: \$2,500
- Bronze Sponsor: \$1,500

- Free Throw Contest Sponsor: \$150
- 3-Point Contest Sponsor: \$150
- Walking Track Sponsor: \$250
- Basketball Court Sponsor: \$250
- Refreshment Station Sponsor: \$250

- Bold Moves Scholarship: \$633
- Hoop It League Sponsor: \$250
- Door Prizes & Raffle Prizes

Please list prize(s) you would like to offer.





**Movement is medicine for those with Parkinson's Disease** and learning about physical activity options through fitness and sport is essential in fighting back against a diagnosis. Here at the National Institute for Fitness and Sport (NIFS), we felt a strong connection between our mission and raising awareness for PD, as well as providing exercise programs for those living with Parkinson's Disease.

Our annual day-long step-a-thon event, Pump it for Parkinson's, is all about one thing, fighting PD one step at a time! From tracking steps on a NuStep seated recumbent trainer, walking, attending group exercise classes, or by utilizing other fitness equipment. Thanks to NuStep, participating locations have a chance to win their NuStep T6 recumbent trainer as well as a one-year subscription to NIFS Wellness Companion services!

**The reach of the event only continues to climb and so does our goal!**

2023 Goal  
1 million steps:  
**4 million  
steps  
achieved!**

2024 Goal  
10 million steps:  
**18 million  
steps  
achieved!**

2025 Goal  
25 million steps:  
**33 million  
steps  
achieved!**

2026 Goal:  
**Help us smash  
the goal of  
50 million  
steps!**

A recent addition to our Pump it for Parkinson's event, NIFS now hosts a friendly basketball competition, Hoop it for Parkinson's at our gym in Indy. This event provides a safe and inclusive environment for those with Parkinson's to lace up their sneakers and play a friendly game of basketball. With family cheering from the sidelines, we celebrate every point made by our Hoop it for Parkinson's players. NEW to 2026 we will now include free throw and three-point contests.

Also coming in 2026, NIFS will be hosting a Parkinson's Disease Vendor Fair at our downtown Indianapolis location. We are inviting service providers who support families and people with Parkinson's to be a part of our event and share resources.

**So be a part of this growing cause! With your support, Pump It for Parkinson's can continue to be a growing community of people and organizations, determined to keep moving forward for a cure, one step at a time.**

# Sponsorship Benefits

SPONSOR BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
Name/Logo included on event website	○	○	○	○
Custom blog on website and social media	○			
Recognition on Pump it for Parkinson's social media	○	○	○	○
Name included in event emails	○	○	○	
Mention in press and media releases	○	○		
Logo included on education station materials	○	○		
One (1) exhibitor table	○	○	○	○
Logo on event signage	○			
NIFS sponsor signage for 30 days	○			
Logo featured on t-shirt	○	○	○	○
Logo featured on celebratory video	○	○		
Logo featured on step tracker	○	○		
Name mention on social media ads	○			
Name/logo included in content portal	○			

# Sponsorship Opportunities

## PLATINUM SPONSOR - \$7,500

As a Platinum Sponsor, your organization will be prominently featured throughout Pump it for Parkinson's collateral and promotions.

### Pre-Event:

- Name/Logo included on our event website
- A custom blog on NIFS website and published to NIFS social media
- Name/Logo included in event emails including pre-event invitations to past registrants and communications to registered locations
- Recognition on Pump it for Parkinson's social media
- Name/logo included in content portal for registered locations
- Mention in press and media releases
- Name mention on social media ads promoting event

### Event Day:

- Logo included in education station materials
- One (1) exhibitor table
- Logo on event signage
- Sponsor feature signage in NIFS fitness center for 30 days
- Logo featured on t-shirt
- Logo featured on celebratory video
- Logo featured on **step** tracker

## GOLD SPONSOR - \$5,000

### Pre-Event:

- Name/Logo included on our event website
- Name/Logo included in event emails including pre-event invitations to past registrants and communications to registered locations
- Recognition on Pump it for Parkinson's social media
- Mention in press and media releases

### Event Day:

- Logo included in education station materials
- One (1) exhibitor table
- Logo featured on t-shirt
- Logo featured on celebratory video
- Logo featured on step tracker

## SILVER SPONSOR - \$2,500

### Pre-Event:

- Name/Logo included on our event website
- Name/Logo included in event emails including pre-event invitations to past registrants and communications to registered locations
- Recognition on Pump it for Parkinson's social media

### Event Day:

- One (1) exhibitor table
- Logo featured on t-shirt



# Sponsorship Opportunities continued

## BRONZE SPONSOR - \$1,500

### Pre-Event:

- Name/Logo included on our event website
- Recognition on Pump it for Parkinson's social media

### Event Day:

- One (1) exhibitor table
- Logo featured on t-shirt

## MISC. SPONSORSHIP OPPORTUNITIES

- Free Throw Contest (one available): recognition as the contest sponsor with a feature on event signage and Pump it for Parkinson's social media
- 3-Point Contest (one available): recognition as the contest sponsor with a feature on event signage and Pump it for Parkinson's social media
- Walking Track Sponsor (one available): recognition as the track sponsor with up to two (2) signage features on NIFS track and Pump it for Parkinson's social media
- Basketball Court Sponsor (one available): recognition as the basketball court sponsor with up to two (2) signage features on the court and Pump it for Parkinson's social media
- Refreshment Station Sponsor (one available): recognition on NIFS cooler and refreshment table for event participants; recognized on Pump it for Parkinson's social media
- Bold Moves Scholarship (multiple available): recognized on NIFS website and Pump it for Parkinson's social media for providing a scholarship for a person with Parkinson's to attend NIFS Parkinson's fitness program, Bold Moves, for one year.
- Hoop it for Parkinson's League Sponsor (four available): recognized on NIFS website and Pump it for Parkinson's social media for funding the quarterly basketball training for people with Parkinson's.

**Funds raised from our generous partners will allow NIFS to continue hosting free events raising awareness and creating exercise opportunities for the Parkinson's community.**

### How to Contribute

Complete this sponsorship form with your information and email to [Emily Davenport](#), President, NIFS. We will then reach out to discuss your preferred method of payment. If you have any questions you would like answered beforehand, please contact [Emily Davenport](#) by email, or by phone at 317-274-3533 ext 208.

To be sure you or your company is recognized, deadline for accepting sponsorship is March 1, 2026.

**National Institute for Fitness and Sport  
Attn: Emily Davenport  
250 University Boulevard  
Indianapolis, IN 46202.**