



Because Knowledge Leads to Better Health

www.canpku.org | info@canpku.org  
Suite 180 - 260 Adelaide Street East, Toronto, ON M5A1N1  
416-207-0064 or 1-877-226-7581 | fax 1-877-789-2462

## 2016 CORPORATE SPONSORSHIP INFORMATION

Your company is invited to sponsor Canadian PKU & Allied Disorders Inc. (CanPKU) was started in 2008 when its founders realized there was no organized or national voice for those living with phenylketonuria or allied disorders. **We now have over 200 current members and a database with over 1,000 entries.** This is your chance to show your support and help us 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. Without early diagnosis and proper management, this condition leads to mental retardation and other neurological issues. Luckily, with early detection, a very strict low-protein diet and new treatments becoming available, the negative effects of PKU can be avoided. PKU affects approximately 1 in 12,000 Canadians. The treatment options are effective but expensive, and access to clinical care and treatments varies greatly by Province or Territory.

### About CanPKU:

We are dedicated to providing accurate news, information and support to families and professionals dealing with phenylketonuria and similar inherited metabolic disorders. Our mission is to improve the lives of people with PKU and allied disorders and the lives of their families. By allied disorders, we mean other inherited metabolic disorders also detected by the modern miracle of newborn screening.

Our goals include:

1. Holding educational and/or networking events across Canada per year. These events connect PKU families with the medical community;
2. Advocating on provincial and national levels on behalf of our PKU families for better health care, treatment coverage and support;
3. Providing travel scholarships to PKU families who live outside major cities that want to attend our events and cannot afford the travel costs on their own; and
4. Continuing our efforts in raising awareness and bettering the lives of those with PKU, through a variety of programs.

**We also ask you to show your support by providing CanPKU members with the same benefits experienced by NPKUA members.**



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## Levels of Sponsorship

### **Bronze** \_\_\_\_\_ \$1,500 to \$2,999 annually

Benefits: One Corporate Membership (non-voting);  
Booth and two representatives at each CanPKU event;  
Recognition of sponsorship level on our website, [www.canpku.org](http://www.canpku.org);  
Link to your corporate website on [www.canpku.org](http://www.canpku.org);  
Company name/logo in CanPKU Newsletter;  
Recognition of Sponsorship on CanPKU Facebook page;  
Recognition of Sponsorship level at each CanPKU event;

### **Silver** \_\_\_\_\_ \$3,000 to \$9,999 annually

Benefits: All Bronze Sponsor benefits plus:  
Space in EACH quarterly newsletter for your corporate news (300 words);  
Recognition of Sponsorship level on at least 4 different PKU Facebook pages;

### **Gold** \_\_\_\_\_ \$10,000 + annually

Benefits: All Silver Sponsor benefits plus:  
Naming rights for an award to recognize a CanPKU volunteer;  
Credit for the Travel Scholarship Award Program (all Gold sponsors);  
One direct-marketing email per year sent from CanPKU to our database (some exclusions apply);

## Contact Information:

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