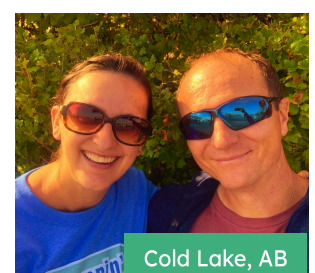




Sponsorship Opportunities

2 & 5 km walk
Sept 21, 2024

 www.inflamedbrain.org/steppin-out



SATURDAY, SEPT. 21, 2024

WALK SITES
ACROSS CANADA

ABOUT THE STEPPIN' OUT FOR PANS PANDAS WALK

Steppin' Out for *PANS *PANDAS is Inflamed Brain Alliance's (IBA) family-friendly signature peer-to-peer event. This year we anticipate uniting **200+ walkers** across Canada to raise crucial funds and awareness for the PANS PANDAS community.

2023 marked Steppin' Out's inaugural year, with over 110 walkers uniting to support those suffering from PANS PANDAS. We gathered **in-person** at Bowness Park in **Calgary, Alberta** and virtually across Canada. The event was a great success, exceeding our expectations! For 2024, IBA is launching a **second in-person location** at Erindale Park in **Mississauga, Ontario**.

On Walk Day, our Steppin' Outers will move their hearts and legs outside the comfort zone by raising funds in solidarity with children and their families battling the tragic impacts of these neuroimmune inflammatory brain disorders. All funds raised will go to develop IBA's PANS PANDAS programs to promote health, and advance education and research. (see page 4 for information about PANS PANDAS)

in-person walk events:

► **Calgary, AB**
Bowness Park

► **Mississauga, ON** **NEW**
Erindale Park



OUR AUDIENCE

Steppin' Out is IBA's flagship fundraiser, and plans are in place for the event's size to double in 2024.

As a peer-to-peer event where participants are reaching out to their networks for donations, Steppin' Out's audience spans well past our anticipated 200+ registered participants.



Over 300 new donors gave to Steppin' Out in 2023



Over 1,000 Inflamed Brain Alliance subscribers received info about this fundraising event



Our stories were seen more than 10,000 times on social media

OUR VITAL WORK



Increasing public awareness of PANS PANDAS through annual events and access to **educational resources** for health professionals and school educators.



Currently Canada does not have a **consortium of PANS PANDAS clinicians**, nor **PANS PANDAS treatment guidelines**. Through IBA's Clinicians' Network, we will work to bring the patient and health community together.



IBA is the only national charity in Canada dedicated to **advancing research to help find a cure** for PANS PANDAS.



As a **volunteer driven organization**, we are actively mobilizing support for our mission to serve PANS PANDAS families.



IBA is the only organization in Canada offering **peer support** for patients, families & close friends impacted by PANS PANDAS.

*PANS: Pediatric Acute-onset Neuropsychiatric Syndrome

*PANDAS: Pediatric Autoimmune Neuropsychiatric Disorders Associated with Streptococcal Infections



Sponsorship in the **Steppin' Out 2 & 5km charity walk** is a unique opportunity for your businesses to reach a wider audience while aligning with **Inflamed Brain Alliance, Canada's only nonprofit dedicated to supporting the PANS PANDAS community.**

Our reach relies on businesses like yours to help us do our charitable work. Please consider a sponsorship today to bring hope to PANS PANDAS patients & families.

Sponsor Benefits

	Calgary & Mississauga Opportunities			
	Lead \$3,000	Supporting \$2,000	Rest Stop \$1,000	Route \$500
Digital banner recognition (social media and e-communications)	☒			
Opportunity for your company to give opening remarks at the event	☒			
Recognition on all individual & team fundraising pages	☒			
Thank you recognition as Sponsor during opening ceremonies	☒	☒		
Steppin' Out Day booth or display at event gathering site (optional)	☒	☒		
Recognition in national "Thank You" eblast for participants and donors	☒	logo		
Logo on Sponsor banner	☒	☒	☒	
Recognition on Steppin' Out *website, registration site, emails, & social media (your hyperlinked logo sized & placed by sponsorship)	☒	☒	☒	☒
Add a "Proud Sponsor of Steppin' Out" badge to your company emails, website, and social media (optional)	☒	☒	☒	☒
Steppin' Out event t-shirts	4	2	1	1
Key volunteer roles set aside	☒	☒		
Steppin' Out Day sponsor display at the rest stop (optional)			☒	
Your name & logo displayed along route				☒

For sponsorship inquiries please contact:

ALBERTA: Marnie Deschenes marnie@inflamedbrain.org
ONTARIO: Emmi Coletta emmi@inflamedbrain.org



What are PANS & PANDAS?

PANS PANDAS are neuroimmune inflammatory brain disorders triggered by a misdirected immune response. Understanding them can be complicated. Here are the signs, symptoms and tragic impacts of these conditions.

In both PANS (Pediatric Acute-onset Neuropsychiatric Syndrome) and PANDAS (Pediatric Autoimmune Neuropsychiatric Disorders Associated with Streptococcal Infections), the primary symptoms of OCD and/or severe eating restrictions are accompanied by additional secondary symptoms. Those may include tics, changes in normal behaviours, personality and mood, decreased cognitive ability and functioning at school, enhanced sensory sensitivities, anxiety and/or sleep and urinary disturbances. The symptoms are usually considered to have high relapse potential, however they can persist and become chronic.

The brain inflammation seen in PANS and PANDAS as a result of a misdirected immune response occurs following infections, toxins, or even stress. Instead of producing antibodies that attack the infection, the body produces autoantibodies that attack its own brain cells and tissue causing an autoimmune attack on the brain.

To date there hasn't been a large epidemiological population study on the prevalence of PANS or PANDAS, so we don't know how common they are. However, if clinicians were to recognize the connection between whole-body health and mental health, PANS PANDAS would likely be far more commonly diagnosed.

Unfortunately, these conditions are often not recognized, and it can often take years and multiple doctors visits for children and adults to get a proper diagnosis. With proper clinical diagnosis, patients can receive treatments that not only help them manage their symptoms, but heal.

Patients who have a family history of OCD, autoimmune disease, rheumatic fever, or chorea are more likely to have PANS. The patient's history regarding their exposure to streptococcal infections (such as strep throat, peri-anal strep, or scarlet fever) and other infectious or noninfectious triggers should be considered if they are also exhibiting a sudden (sometimes gradual) onset of symptoms.

According to current PANS PANDAS data, there is no age requirement for a PANS diagnosis, but symptoms typically begin during the grade-school years. Patients can also have their initial symptom onset during adolescence or later in life.

Your sponsorship will help us in our pioneering work to improve the lives of Canadian PANS PANDAS children, youth, young adults and their families. Please join us today!



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