



# SPONSORSHIP PACKAGE



# **PULLING TOGETHER**

FOR EPILEPSY

## **TANK PULL FUNDRAISER**

Imagine a life where each morning begins with an uncertain journey into the unknown and concern for your safety and well-being. This is the reality for those living with epilepsy, a condition that brings with it a constant companion of unpredictability and fear of the next seizure. Yet the challenges extend well beyond the seizures themselves.

Epilepsy is a complex neurological condition affecting 1 in 100 people worldwide. While the physical detriments of living with epilepsy can be catastrophic, they are often equally matched by the psychological and emotional challenges of living with uncontrolled seizures; isolation, social stigma, and increased rates of depression and anxiety.

A critical piece of the puzzle for living well with epilepsy is connecting with a support system that understands the nuances of living with seizures and the direct impacts that epilepsy has on one's life. Epilepsy Durham Region (EDR) strives to create a barrier free community in which epilepsy is widely understood and where persons with epilepsy and seizure disorders are empowered to live a life of support, dignity, and self-worth.

The Pulling Together for Epilepsy Tank Pull fundraiser is an epic display of teamwork and determination with the mission of supporting local epilepsy programming in Durham Region.

**WILL YOU JOIN US ON THE FRONTLINES OF  
THIS MONUMENTAL EVENT?**

**September 21, 2025 | Canadian Tank Museum | 1000 Stevenson Rd N, Oshawa**



# YOUR DIRECT IMPACT

## AYDIN'S STORY

Imagine facing the world with 100 daily seizures, navigating through the uncertainty of 10 different medications, and enduring the hopes and disappointments of numerous treatments—all before turning 16. This is Aydin's reality.

Aydin is now 17 years old and continues to advocate for himself and those in the epilepsy community. Despite the relentless challenges, including a rare diagnosis of Lennox-Gastaut Syndrome at 12 years old and the shadow of SUDEP (Sudden Unexpected Death in Epilepsy), Aydin tries to find ways to cope with the mental health challenges that often accompany living with epilepsy, including accessing programs and supports with Epilepsy Durham Region and acting as an advocate for youth with epilepsy.



## KEVIN'S JOURNEY

Kevin's journey with epilepsy began at 15, when he was diagnosed with juvenile myoclonic epilepsy, marked by myoclonic jerks followed by a grand mal seizure. Life with epilepsy has been difficult, especially as he navigated the challenges of his teenage years and early adulthood, including intense anxiety.

Epilepsy Durham Region's support services offered Kevin a sense of belonging, reducing the loneliness that often accompanies epilepsy. His involvement with EDR boosted his confidence, enabling him to set goals and achieve personal milestones like obtaining his driver's license—a monumental achievement for many living with epilepsy. Kevin now acts as an epilepsy advocate, spreading awareness, breaking down the barriers of stigma, and encouraging others to speak openly about epilepsy and mental health challenges.

## MEET HEATHER & KAYDANCE

Heather, a single mother, faced the challenges of caring for her middle child, Kaydance, who was diagnosed with epilepsy at age 3.5. Despite Kaydance's complex epilepsy and the various treatments she underwent, including medications, VNS, and Deep Brain Stimulation, her seizures persisted. Recently, on July 3rd, 2024, Kaydance tragically passed away. Throughout this difficult journey, Epilepsy Durham Region provided unwavering support to Heather and her family.

Reflecting on the support received, Heather emphasizes the profound impact it had on her ability to advocate for Kaydance's educational needs. With EDR's guidance, Heather gained confidence in navigating the complexities of her daughter's care, ensuring that Kaydance received the best possible support. Having this confidence has had incredible ripple effects.



# SPONSORSHIP OPPORTUNITY



## GENERAL

### Includes all below, plus:

- Title Sponsor: logo integrated into the on-site event day branding
- Logo on official Pulling Together for Epilepsy team photos (shared across event participants' social media channels)
- Dedicated opportunity to speak to media throughout the event

\$7,500



## COLONEL

### Includes all below, plus:

- Time at the microphone on event day
- Tiered logo recognition on EDR Supporters website
- Special Feature in e-newsletter (1,800+ subscribers)
- 10 pull participants

\$5000



## CAPTAIN

### Includes all below, plus:

- Engagement across all social media channels (2,500+ followers)
- Opportunity to table at the event (outdoors, rain or shine)
- A priority tank pull time
- 5 pull participants

\$2,500



## LIEUTENANT

### Includes all below, plus:

- Opportunity to put business flyers or swag in the event tote bags
- On-site mention throughout the event
- 3 pull participants

\$1,500



## SERGEANT

### Includes all below, plus:

- Bring and hang company banner
- A listing in the press release
- Tiered recognition on EDR Annual Report
- 2 pull participants

\$1,000



## CORPORAL

- Business name on the EDR event website
- Name featured in social media posts across all channels(2,500+ followers) and email blasts (1,800+ subscribers)
- 1 pull participants

\$500

Join us as we unite in solidarity, pulling together for a world free from the constraints of epilepsy!

