

Living with rare disease can be lonely.

Camp makes a difference.

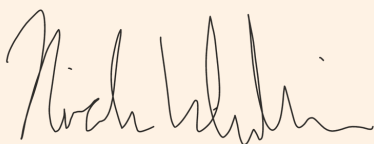
You make a difference. Join Us.

For 20 years, Family Camp at the Washington Family Ranch in Oregon has given those living with rare metabolic disorders a chance to enjoy the simple joys of life that are often out of reach: sharing a meal with friends, enjoying spontaneous activities, and being around people who understand their daily lives.

PKU News has deep roots in this community: we'll celebrate our 35th year of service next year. The launch of **flok™**—which we'll preview at camp—will provide a new toolset to manage metabolic disorders and leverage the **strength of our community to redefine patient care and research in metabolic disorders, guided by patient experience.**

Sponsors make this possible. Your support helps create this environment, and you benefit from more deeply connecting with these individuals in an informal and intimate setting. This year, we've moved virtual camp to its own date to dedicate our staff to an enriched virtual camp & offer us two chances to come together.

Please join us—and join the flock—as a sponsor of Family Camp in 2023. Commit today at pkunews.org/campsponsors



Nikki Weinlein
Community Engagement Coordinator
nikki@pkunews.org





SPONSORSHIP OPPORTUNITIES

FAMILY CAMP 2023

2 GREAT EVENTS

**JUNE
1-4**

20th Year of In-Person Camp in Antelope Oregon

4 days of community activities, breakout sessions, science talks, chances to connect with leading biotech, pharma & medical food companies, delicious low-protein meals, and most of all, FUN!

**AUG
12**

Virtual Camp with International Reach

A dedicated day for virtual camp means campers -- and sponsors -- get double the fun (and benefits!) This year's platform is all new and will provide incentives for participants to engage with sponsors and each other!

In 2022, our combined in-person and virtual camps reached **more than 5% of households** in the metabolic community.

2022 CAMP STATS

500 Campers

4 Metabolic Disorders

14 Leading Industry Partners

44 States /Provinces

4 Countries

14 Chef-prepared low-protein meals

2023 CAMP

IN-PERSON

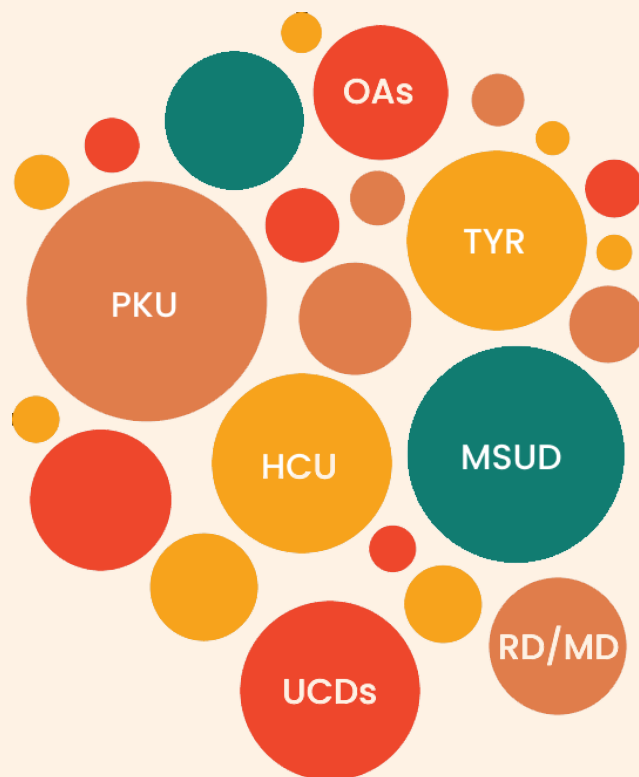
250 campers expected
4 interactive breakout sessions
14 all-camp social events
4 expert-led education sessions
2 dedicated vendor fair sessions

VIRTUAL

400 campers expected
All-new interactive platform
On-demand and live content
8 interactive breakout sessions
2 all-camp social events
3 expert-led education sessions
3 program breaks with opportunities to visit vendors

NEW OPPORTUNITIES FOR SPONSORS

Exhibitor tables will return to the dining room throughout camp
Valuable add-ons to sponsorship packages available for the first time
Option to fund a travel grant for campers (base sponsorship required)
Pre-event promotional opportunity at the Mariners game on 4/15/2023
In-person scavenger hunt with sponsor participation



2023 CAMP SUPPORT LEVELS

	PLATINUM SPONSOR \$50,000 ¹	GOLD SPONSOR \$20,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000	IN-PERSON EXHIBITOR \$2500	VIRTUAL-ONLY EXHIBITOR
PRE-EVENT BENEFITS						
Logo on camp web site & in camp emails	●	●	●	●	●	●
Family Camp Facebook Group posts ²	●	●	●	●	●	●
PKU News Facebook, Twitter & Insta posts ²	●	●	●	●		
Social Media: Cook for Love & HMP Groups ²	●	●				
Mariners Game: 5 tix + scoreboard mention ³	●					
BENEFITS AT IN-PERSON CAMP						
Swag for welcome bag	●	●	●	●	●	
Table in camp dining room	●	●	●	●	●	
Consenting attendee contact info ⁴	●	●	●	●		
Logo on camp signage	●	●	●			
Sponsor a breakout session	●	●				
Sponsor a social event	●	●				
Logo on sign posts along road into camp	●					
Logo on sleeve of the camp shirt	●					
Logo on olympic medal	●					
BENEFITS AT VIRTUAL CAMP						
Swag for Virtual Camper Kit	●	●	●	●		●
Virtual vendor booth	●	●	●	●		●
Consenting attendee contact info ⁴	●	●	●	●		
Logo on Virtual Camper Kit box	●	●	●			
Banner in Virtual Lobby	●	●				
Sponsor an individual virtual event	●	●				
Largest virtual vendor booth	●	●				
Logo on sleeve of the camp shirt	●					
Virtual Banner on Main Stage ⁵	●					

Add-ons⁶

20th year plush camp towel w/ your logo

\$5500

Sponsor the selfie booth & tag pics with your logo

\$4500

Sponsor the in-comp formula-mixing station

\$2500

20th year popcorn cup w/ your logo

\$1500

Sponsor the take-away meal on Sunday

\$500

1) Only 2 Platinum sponsorships available; 2) See next page for social reach statistics; 3) 4/15/2023 is Family Camp Night at the Mariners game; 5 members of your team can join us & your company name will be featured on scoreboard message; 4) Attendees may opt in to share contact info; 5) Displays throughout all mainstage events; 6) Add-ons are only available to a single sponsor (act quickly!)



EARLY SPONSORSHIP INCREASES VALUE

Commit to sponsor by	Messages with your name & logo	Email	PKU News Page	CFL & HMP Groups	Twitter	Insta	Total
JAN 30	4	18,000	4,348	30,000	800	1,200	54,348
FEB 28	3	7,000	3,261	22,500	600	900	34,261
MAR 30	2	2,000	2,174	15,000	400	600	20,174
APR 30	1	1,000	1,087	7,500	300	300	10,187



FACEBOOK GROUPS

Combined members > 10,000
Average of 7,500 monthly engagements

ANNUAL REACH



EXCLUSIVELY FOR PLATINUM SPONSORS
SCOREBOARD HIGHLIGHT
AVERAGE ATTENDANCE
28,590



CAMP ACTIVITIES AND OFFERINGS

Gold and Platinum sponsors may select sessions to sponsor

ALL-CAMP SOCIAL EVENTS

Camp Olympics
The Low-Phe Life *
Custom Crafts
Silent Discos
Community Connection Chats
Talent Show
Carnival
Water slides and pool time
Adventure course & pickleball



INTERACTIVE BREAKOUT SESSIONS

504/IEP: School and Metabolics
Low Protein Athletics: Balance
New Parents & Parents of Young Kids. What Now?
Travel: The World is Yours (With Planning)

EXPERT-LED EDUCATION SESSIONS

You Are Your Own Best Advocate
Science Night *
flok™ health *
Cook for Love Cooking Demo *



*not available for sponsorship

2023 Family Camp Sponsorship | pkunews.org/camp

JOIN US TO MAKE A DIFFERENCE

Commit today at pkunews.org/campsponsors

"It's like a real vacation because I don't have to pack or worry about food. In fact, the low protein options look even better than regular options here."

-Mother of a child with PKU

"For us, PKU Camp was where we left the world of managing PKU alone to being part of a community where PKU is normal and experience is shared so everyone can thrive. It may only be one weekend a year, but the community at camp helps year-round."

-Evan, father of a child with PKU

"PKU Camp means family! Getting to see people we might only get to see at camp is so much fun, we just pick up right where we left off the previous year."

-Lauren, adult with PKU and camper since year one

"It was the first time our family got to be around people who just 'get it'. I can't express the joy in letting her freely run around and know that she is among people that understand and care."

-Bill, father of a child with UCD

Questions? Contact us to make the most of your sponsorship experience.

✉ Nikki@pkunews.org

☎ 281-612-9034

