

S T E P T E M B E R . U S



ST E P T E M B E R

Move together for cerebral palsy



***MOVE TOGETHER
FOR CEREBRAL PALSY***

SPONSORSHIP AND EMPLOYEE ENGAGEMENT

FUNDS RAISED SUPPORT



Cerebral Palsy
ALLIANCE

RESEARCH FOUNDATION



What is STEPtember?

There are 1 million people of all ages with cerebral palsy in the US — and 33 more children are diagnosed every day. STEPtember aims to make the world a more accessible place for all those with CP and co-occurring disabilities by building a **movement around movement**.

Every STEPtember, people from around the world step up for cerebral palsy by taking on a challenge to move 10,000 steps a day - or move in other ways - while fundraising for Cerebral Palsy Alliance Research Foundation.



STEPtember is Global

Every year, over 100,000 people globally take up the STEPtember challenge, including more than 15,000 in the US.



STEPtember Brings People Together

STEPtember partners with hundreds of companies to get their employees moving for a good cause.

Improve Employee Health



Increased physical activity lessens stress and improves mental health.



10,000 steps a day is 3x what the average office worker takes — and it's an even bigger difference with remote work.

The STEPtember Difference

88% positive impact on employee health and general well-being.

80% positive impact on employee teamwork.

29% increase in level of connection between employees.

WHY YOUR MOVEMENT MATTERS

The proceeds from STEPtember benefit Cerebral Palsy Alliance Research Foundation (CPARF). Despite being the world's most common lifelong physical disability and affecting 18 million people, cerebral palsy is one of the most underfunded conditions.

That means there's so much research that should be done but not enough funding to make it all happen. As the foremost nonprofit in the world focusing on research and innovation for people with cerebral palsy, we will change what's possible and continue funding US-based research.

Our Research Priorities

We fund life-changing research for people with cerebral palsy at every age and every stage. From early detection and intervention that gives children the best start possible, to our adulthood program that prioritizes pain management and technology that helps people with CP thrive, CPARF is committed to research that benefits the whole cerebral palsy community and all those with co-occurring disabilities.

Disability Innovation

STEPtember funds also support Remarkable US, a start-up accelerator focused on companies building the next generation of assistive technology. While our research programs seek to build a better future, our innovation programs prioritize accessible and affordable technology that can change lives today.



Our Audience

Statistics and Demographics

21.5k

Unique Participants

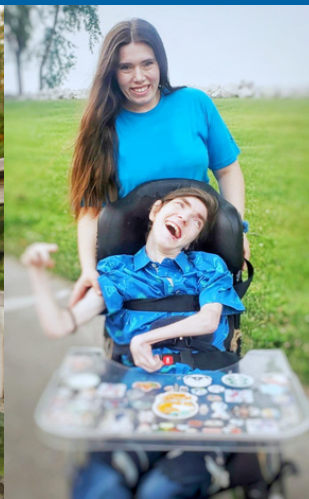
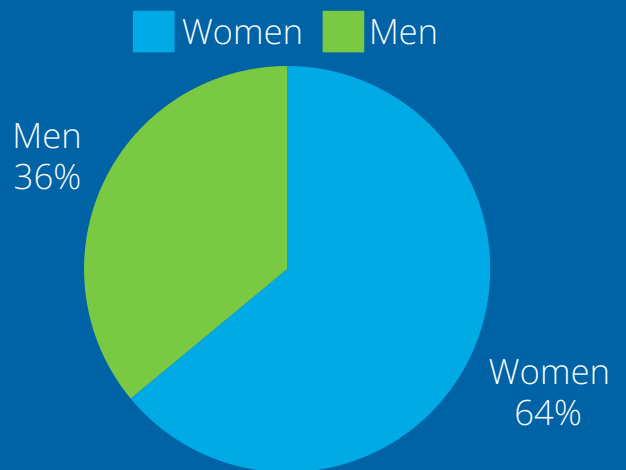
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Steps Taken

1000+

Daily Page Views

- CP Community
- Company Challenge
- Fitness Challenge
- Donors Only



Our Partners

Join the 200 companies who are increasing employee well-being and mental health, bridging physical distances, and amplifying team collaboration – all while bringing science to life for people with cerebral palsy.



Testimonials

“Knowing that our cause hit so close to home helped our community reach for more steps and fundraise more than any other year of participation. It also helps us maintain a Firm culture that values and gathers strength from differences. Our can-do spirit helps build camaraderie across the globe, which continues to help us function at the very highest levels of our profession.”

— The Team at Kirkland & Ellis



“Through our work with CPARF, we’ve learned that cerebral palsy research is very much needed and we wanted to be able to contribute in some way. STEPtember allowed us to do just that all while engaging with other employees”

— Jessica Clifton, Senior Manager, Enterprise Risk

Management at QBE

CHOOSE YOUR
Sponsorship Level

Collaborator

\$5,000

Accelerator

\$10,000

Innovator

\$25,000

Gamechanger

\$50,000

Global Impact

\$100,000

PARTNERSHIP BENEFITS

\$5k

\$10k

\$25k

\$50k

\$100k

STEPtember Event Experience

Unlimited Employee Participation in STEPtember	✓	✓	✓	✓	✓
Dedicated Staff Member to Support Your Needs Throughout STEPtember	✓	✓	✓	✓	✓
Managed Organization Page and Teams	✓	✓	✓	✓	✓
STEPtember App for Participants	✓	✓	✓	✓	✓
Invitation to In-Person STEPtember Kick-off Event			✓	✓	✓

Employee Engagement and Education

STEPtember Kickoff Call for Staff	✓	✓	✓	✓	✓
Customized Reports of Employee Activity and Fundraising	✓	✓	✓	✓	✓
Employee Education Opportunity with Researcher or Assistive Technology Founders			✓	✓	✓
Private Accessibility in Action Workshop				✓	✓

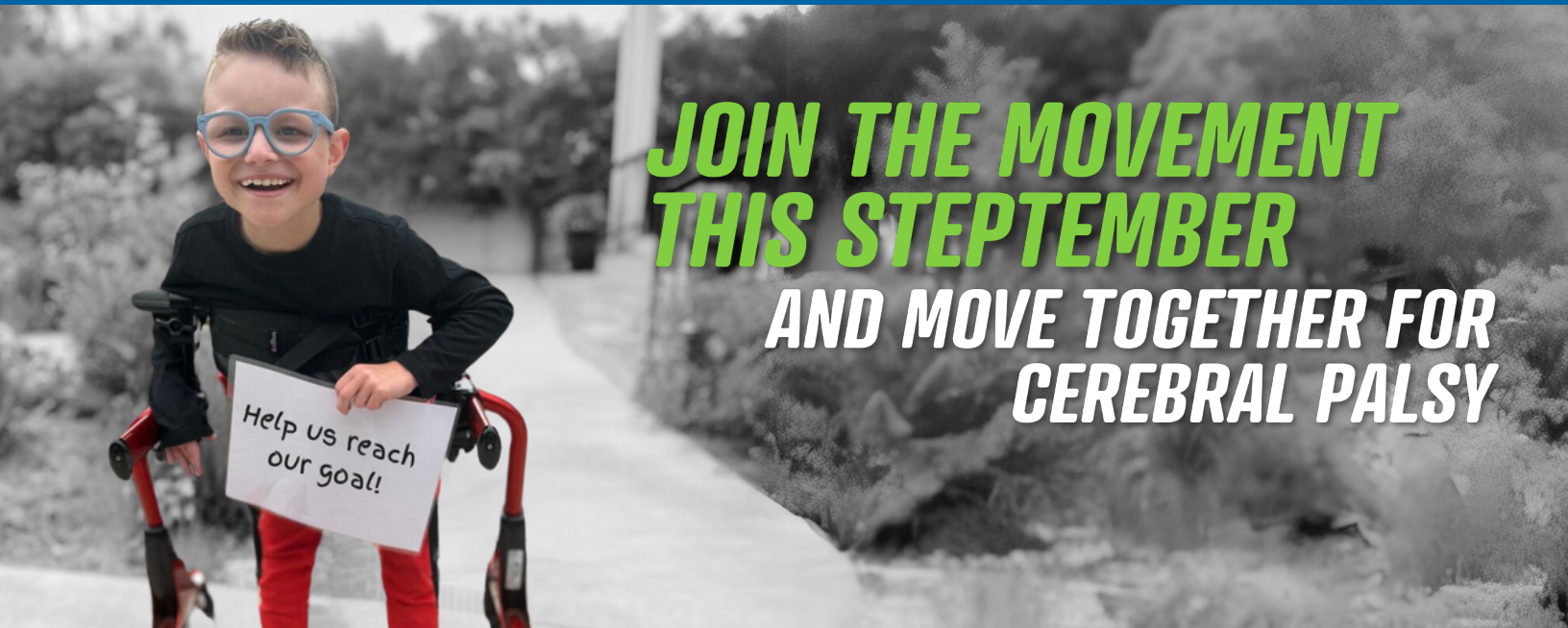
MORE PARTNERSHIP BENEFITS

	\$5k	\$10k	\$25k	\$50k	\$100k
Brand Visibility*					
Branded Matching Day Sponsorship			✓	✓	✓
First Choice of Matching Day Sponsorship					✓
Inclusion in CPARF Accessibility Champions Listing			✓	✓	✓
Co-Sponsored Press Release			✓	✓	✓
Social Media Posts	✓	✓	2x	3x	4x
Inclusion in Annual Report	✓	✓	✓	Half Page Feature	Full Page Feature
Company Logo on Website	✓	✓	✓	✓	Exclusive Top Line
Company Logo on Event T-shirt (Size and placement based on Sponsor level)	✓	✓	✓	✓	✓

Impact					
Invitation to Exclusive Remarkable US Events			✓	✓	✓
Implementation Grant - Provide Free Tech to the CP Community					✓
Opportunity to Join Advisory Committees				✓	✓

***Ask us about alternative marketing opportunities.**

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THIS STEPTEMBER**
**AND MOVE TOGETHER FOR
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For more information contact:



ELIZABETH BOYTE

DIRECTOR OF DEVELOPMENT
elizabeth.boyte@cparf.org

