



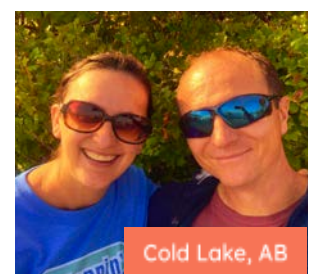
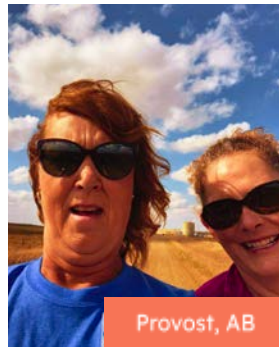
inflamed brain  
alliance



# Sponsorship Opportunities

2 & 5 km walk  
Sept 20, 2025

 [www.inflamedbrain.org/steppin-out](http://www.inflamedbrain.org/steppin-out)





# SATURDAY, SEPT. 20, 2025

WALK SITES  
ACROSS CANADA

## ABOUT THE STEPPIN' OUT FOR PANS PANDAS WALK

Steppin' Out for PANS PANDAS is Inflamed Brain Alliance's (IBA) signature, family-friendly peer-to-peer fundraising event. In 2025, we anticipate bringing together **200+ walkers** across Canada to raise vital awareness and funds for individuals and families impacted by PANS and PANDAS.

Launched in 2023 with over 110 walkers participating in **Calgary's Bowness Park** and virtually across Canada, the event exceeded expectations in its inaugural year. In 2024, we expanded to include an in-person walk in **Mississauga, Ontario**, and in 2025, we're excited to add a third in-person location in **Fredericton, New Brunswick**.

On Walk Day, our "Steppin' Outers" step out—literally and figuratively—by moving beyond their comfort zones in solidarity with those facing the devastating impacts of these brain disorders.

Funds raised support the growth of IBA's national programs that promote health, education, awareness, and research.

(See page 4 for more information about PANS/PANDAS.)



## HOW FUNDS ARE BEING USED

**Funds raised through Steppin' Out help IBA advance its mission by supporting:**

**National Accredited Conference Programming** – Hosting Canada's second biennial accredited conference focused on PANS PANDAS, bringing together researchers, clinicians, families, and advocates to share knowledge and drive meaningful change.

**The Canadian PANS Patient Registry** – Maintaining a national database to support research, identify care gaps, and advocate for improved treatment and services.

**Educational Webinars** – Offering free, accessible learning opportunities with experts in medical, mental health, and lived experience.

**Peer Support Programs** – Connecting families across Canada to reduce isolation, share resources, and build advocacy skills.

**Public Awareness Campaigns** – Increasing national visibility through coordinated efforts like World PANS PANDAS Day, social media outreach, and landmark lighting campaigns.

**Digital and Print Educational Resources** – Developing plain-language guides, toolkits, and materials for families, educators, and health professionals.

**Day-to-Day Operations** – Sustaining the essential administrative and organizational functions of our small, volunteer-led nonprofit.

**Collaborative Projects** – Partnering with allied organizations, clinicians, and researchers to drive policy change and cross-sector engagement.

\*PANS: Pediatric Acute-onset Neuropsychiatric Syndrome

\*PANDAS: Pediatric Autoimmune Neuropsychiatric Disorders Associated with Streptococcal Infection



## Sponsor Benefits

	Calgary, Fredericton & Mississauga Opportunities			
	Platinum \$5,000	Supporting \$2,500	Rest Stop \$1,000	Route \$500
Digital banner recognition (social media and e-communications)	✓			
Opportunity for your company to give <b>opening remarks</b> at the event	✓			
Recognition on <b>all individual &amp; team fundraising pages</b>	✓			
Thank you recognition as Sponsor during <b>opening ceremonies</b>	✓	✓		
Steppin' Out Day <b>booth or display at event gathering site</b> (optional)	✓	✓		
Recognition in <b>national "Thank You" eblast</b> for participants and donors	✓	logo		
Logo on <b>Sponsor banner</b>	✓	✓	✓	
Recognition on Steppin' Out <b>*website, registration site, emails, &amp; social media</b> (your hyperlinked logo sized & placed by sponsorship)	✓	✓	✓	✓
Add a <b>"Proud Sponsor of Steppin' Out" badge</b> to your company emails, website, and social media (optional)	✓	✓	✓	✓
Steppin' Out event <b>t-shirts</b>	4	2	1	1
<b>Key volunteer roles</b> set aside	✓	✓		
Steppin' Out Day <b>sponsor display at the rest stop</b> (optional)			✓	
Your <b>name &amp; logo displayed along route</b>				✓

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.

For sponsorship inquiries please contact:

**CALGARY:** Marnie Deschenes [marnie@inflamedbrain.org](mailto:marnie@inflamedbrain.org)  
**FREDERICTON:** Jen Campbell [jen@inflamedbrain.org](mailto:jen@inflamedbrain.org)  
**MISSISSAUGA:** Emmi Coletta [emmi@inflamedbrain.org](mailto: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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**[www.inflamedbrain.org](http://www.inflamedbrain.org)**  
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