



Canada's PANS  PANDAS Charity

4th
annual



Sponsorship Opportunities

2 & 5 km walk
Sept 19, 2026



Saturday, Sept. 19, 2026

IBA's 4th Annual 2 & 5 km Walk *Steppin' Out for PANS PANDAS*

Steppin' Out for PANS PANDAS is Inflamed Brain Alliance's (IBA) signature, family-friendly peer-to-peer fundraising event. In 2026, we anticipate bringing together **over 250 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 person at **Calgary's Bowness Park**, and virtually across Canada, the event exceeded expectations in its inaugural year. We've since expanded to include **Mississauga** (2024); **Fredericton** (2025); with **Kelowna, Edmonton, Halifax** in 2026!

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, and advance awareness, education, and research.

(See back page 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 national accredited conference focused on PANS PANDAS, bringing together researchers, clinicians, families, and advocates to share knowledge, foster collaboration, and advance improvements in care and understanding.
- ❖ **The Canadian PANS Registry:**
Supporting research, improving care, and advancing future treatments for Canadians with PANS/PANDAS through Canada's first national patient registry, launched by IBA in 2025.
- ❖ **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 initiatives such as World PANS PANDAS Awareness Day, social media outreach, and leading the global #LightUp4PANS landmark lighting campaign.
- ❖ **Digital and Print Educational Resources:**
Developing plain-language guides, toolkits, and materials for families, educators, and health professionals.
- ❖ **Organizational Sustainability:**
Supporting the infrastructure and coordination required to deliver national programs, resources, and advocacy initiatives.
- ❖ **Collaborative Projects:**
Partnering with allied organizations, clinicians, and researchers to drive policy change and cross-sector engagement.

Steppin' Out's event reach:

- 250+ walkers
- 6 Major Canadian cities
- National virtual participation
- 2,000+ email subscribers
- 6,600+ social media followers

"It was wonderful to connect with other parents in person, as opposed to online. I had never met my core group of support friends in person. What a great experience!"

Canadian parent of a child with PANDAS



6 Walk Cities

- ▶ **Kelowna, BC** *new
Kelowna City Park
- ▶ **Calgary, AB**
Bowness Park
- ▶ **Edmonton, AB** *new
William Hawrelak Park
- ▶ **Mississauga, ON**
Lakefront Promenade Park
- ▶ **Fredericton, NB**
Odell Park
- ▶ **Halifax, NS** *new
DeWolf Park



*PANS: Pediatric Acute-onset Neuropsychiatric Syndrome

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

Steppin' Out Sponsorship Opportunities

Sponsorship of the Steppin' Out 2 & 5 km Charity Walk connects your business or organization with communities across Canada while supporting Inflamed Brain Alliance (IBA), **Canada's only registered charity dedicated to serving the PANS/PANDAS community.**

By partnering with Steppin' Out, your organization aligns its brand with mental health awareness, family support, and national impact while helping build awareness of a misunderstood neuroimmune condition that can have a

devastating impact on children, youth, young adults, and their families. Together, we are building greater understanding, earlier recognition, and stronger support systems for Canadians affected by PANS/PANDAS.

As a small, volunteer-driven registered charity, IBA relies on the support of partners like you to help advance our charitable work and bring hope to patients and families. Join us in bringing health to mind for Canadian families affected by PANS/PANDAS.



Sponsor Benefits

	Opportunities (per city) Calgary, Edmonton, Mississauga, Fredericton & Halifax			
	Presenting \$5,000 1 available	Champion \$2,500 3 available	Rest Stop \$1,000 1 available	Route Sign \$500
Brand Visibility				
Featured sponsor spotlight on social media	☒			
Digital banner recognition (social media and e-comms)	Premium Placement	☒		
Recognition on participant fundraising pages	☒	☒		
Your logo on Sponsor banner	Premium Placement	☒		
Logo recognition across event website, registration platform, emails, and social media	Large Logo	Medium Logo	Small Logo	Name Listing
Event Presence				
Provide opening remarks at the event (optional)	☒			
Sponsor display at event gathering site (optional)	Premium Placement	Standard Placement		
Sponsor recognition at rest stop (display optional)			☒	
Your name & logo displayed along route				☒
Opportunity to provide branded promotional items	☒	☒	☒	
Sponsor Recognition				
Recognition in event communications and donor acknowledgements	☒	☒		
Digital "Proud Sponsor" badge for website, email signature, and social media use	☒	☒		
Thank you recognition during opening ceremonies	☒	☒	☒	☒
Community Engagement				
Volunteer engagement opportunities for sponsor staff	☒	☒		
Steppin' Out event t-shirts	4	2	1	1

For sponsorship inquiries please contact:

Kelowna	Debbie Duncan	debbie@inflamedbrain.org
Calgary	Kelsey Moench	kelsey@inflamedbrain.org
Edmonton	Janice David	janice.d@inflamedbrain.org
Mississauga	Emmi Coletta	emmi@inflamedbrain.org
Fredericton	Jen Campbell	jen@inflamedbrain.org
Halifax	Janice Hartley	janice.h@inflamedbrain.org

N.B. Custom sponsorship opportunities (including In-kind) are available upon request.



What are PANS & PANDAS?

PANS (Pediatric Acute-onset Neuropsychiatric Syndrome) and **PANDAS** (Pediatric Autoimmune Neuropsychiatric Disorders Associated with Streptococcal Infection) are neuroimmune conditions that can cause a sudden and dramatic onset of psychiatric, neurological, and physical symptoms.

In many cases, symptoms appear following an infection, illness, or other immune trigger, causing the immune system to mistakenly attack healthy brain tissue and create inflammation in the brain.

Common symptoms may include:

- Sudden onset OCD
- Severe anxiety
- Eating restrictions
- Motor or vocal tics
- Mood and personality changes
- Cognitive decline or difficulty at school
- Sleep disturbances
- Sensory sensitivities
- Urinary frequency
- Depression or emotional dysregulation

Symptoms can appear suddenly and severely, often leaving families searching for answers during a frightening and confusing medical journey.

"We lost our son almost overnight. One day he was thriving, the next he couldn't attend school, eat normally, or recognize himself."

parent of a child with PANDAS

Because awareness remains limited, many patients experience delays in diagnosis and treatment. Families often see multiple healthcare providers before receiving appropriate care and support.

Although symptoms commonly begin in childhood, PANS can affect individuals of various ages and may persist or relapse without proper treatment.

Inflamed Brain Alliance is working to improve awareness, education, support, research, and access to care for Canadians affected by PANS/PANDAS.

About Inflamed Brain Alliance

Inflamed Brain Alliance (IBA) is a Canadian charitable organization dedicated to improving the lives of individuals and families affected by PANS/PANDAS and related neuroimmune disorders.

Founded in 2020 by parents with lived experience, IBA works to advance awareness, education, support, advocacy, and research across Canada. Through national programs, accredited conferences, educational webinars, peer support initiatives, public awareness campaigns, and collaborative partnerships, IBA is helping bridge critical gaps in care and understanding.

As a small, volunteer-driven organization, IBA is committed to bringing health to mind by fostering collaboration between families, healthcare professionals, educators, researchers, and advocates.

Together, we are building a more informed, compassionate, and hopeful future for Canadians impacted by PANS/PANDAS.

*Because **no one** should face PANS/PANDAS **alone**.*

Thank You

By sponsoring Steppin' Out, you are helping families access education, support, advocacy, and hope while advancing awareness of a frequently misunderstood medical condition.

www.inflamedbrain.org/steppin-out

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alliance**

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