

EMPOWERED  
BY *movement*



“

“This class gave me back  
my confidence.  
I’m stronger, happier,  
and not alone.”

- Sue

## SPONSORSHIP OPPORTUNITIES

EVERY **MOVE** MATTERS

# A MESSAGE

## FROM EBM'S LEADERSHIP



### 8 YEARS OF MOVEMENT AND IMPACT

**2018**

**Program launched**  
Bringing movement,  
music, and connection to  
older adults

**2024**

**Evolved into a nonprofit**  
Expanding access and  
strengthening sustainability

**TODAY**

**Growing our reach**  
Delivering donor-supported  
programs to more  
communities

### Lisa Pritzl | EbM | Founder and ED

#### *Serving Northeast Wisconsin since 2018*

At Empowered by Movement, we believe something simple and powerful: our potential does not fade with age, it continues to unfold.

Since 2018, we've created spaces where older adults experience the joy of movement, music, and connection. In 2024, we proudly became a nonprofit, strengthening our ability to expand access and deepen our impact.

Every week, we see what happens when music and movement come together. People reconnect with their bodies. Joy returns. Confidence grows.

We serve older adults of all abilities, including those living with Parkinson's, creating welcoming spaces where everyone can participate in ways that feel natural and empowering.

And while the impact is powerful, access makes it possible.

As a donor-supported organization, we are committed to ensuring cost is never a barrier. That is where partners like you make all the difference.

More than a sponsorship, this is a partnership in creating moments of connection, confidence, and well-being that extend far beyond the class itself.

Thank you for being part of this work.

With gratitude,

Lisa Pritzl  
Founder & Executive Director  
Empowered by Movement

### Guided by Strong Leadership

*Our board brings expertise across healthcare, business, finance, and the arts—helping guide our growth and expand our impact.*

**Lora Warner** — Board President | Higher Education Leader

**Joy Langreder** — Vice President | Talent & Leadership Development

**Todd Jadin** — Treasurer | Finance & Operations Executive

**Lisa Vanden Avond** — Nonprofit & Planned Giving Leader

**Addie Teeters** — VP Marketing Communications | Special Olympics Wisconsin

**Cody Wichmann** — Financial Analyst | Furnitureland

**Wendy Sorem** — Parkinson's Community Voice | House Manager, Fox Valley PAC

**Mitch Heidemann** — Controller | FNCH Financial and Consulting

**Dacy Reimer** — CEO, Wisconsin Parkinson Association | Movement Disorder Specialist

# ABOUT

EMPOWERED BY MOVEMENT

## OUR PURPOSE

**We spark joy, connection, and well-being through movement, music, and the creative arts.**



### WHO WE ARE

Empowered by Movement is a nonprofit movement community where aging is met with curiosity, belonging, and the belief that our potential continues to unfold at every stage of life.



### WHAT WE DO

We create joyful movement experiences where music and imagination spark creativity, confidence, and connection.



### WHO WE SERVE

We welcome older adults — including those living with Parkinson's and varied movement abilities — offering spaces where people can explore movement in ways that feel natural, joyful, and uniquely their own.



### WHY IT MATTERS

Because joyful movement lights people up from within and reminds them of what is still possible.

#### The Foundation of Our Work

Our programs are inspired by the internationally acclaimed, research-backed Dance for PD® model, shown to support brain health, memory, focus, balance, mood, and connection.

**DANCE** *for* **PD**®  
CLASSES | TRAINING | RESOURCES

Home to Wisconsin's only certified  
Dance for PD® teaching artist

# OUR PROGRAMS

## MEANINGFUL MOMENTS

Empowered by Movement brings music, movement, and creativity into communities through engaging programs and outreach, creating spaces where people connect, grow, and experience joy.



In person  
or online



### COMMUNITY CLASSES

Weekly music + movement classes for all abilities.

### SENIOR COMMUNITY CLASSES

Bringing joyful movement directly into senior communities.



### COMMUNITY PARTNER PROGRAMMING

Expanding access through local collaboration.



### SPEAKING & PRESENTATIONS

Engaging talks on movement, brain health, and well-being.

# WHY IT MATTERS

## THE NEED IS GROWING

As our population ages, more older adults face isolation, mobility challenges, and cognitive decline. The need for accessible programs that build health, confidence, and connection has never been greater.



### BRAIN HEALTH

Movement with music supports cognitive function

**MEMORY**  
**FOCUS**  
**EXECUTIVE FUNCTION**



**20,000+**

Wisconsinites live with Parkinson's. 90,000+ new U.S. diagnoses yearly.

**PROJECTED TO DOUBLE BY 2040**  
*Parkinson's is the world's fastest-growing neurological condition.*



**1 IN 4**

Older adults experience social isolation. Connection changes lives.

**BELONGING**  
**PURPOSE**  
**COMMUNITY**



**1 IN 5**

Americans will be age 65+ by 2030

**MORE OLDER ADULTS**  
**MORE PEOPLE TO SERVE**

# WHY IT MATTERS

## REAL IMPACT

Modeled after research-backed approaches, these programs deliver outcomes that support physical, emotional, and social well-being.

100%

**GREATER JOY**  
meaning and confidence

93%

**ELEVATED MOOD**  
and reduced stress

90%

**STRONGER CONNECTION**  
and support

87%

**IMPROVED BALANCE**  
and coordination



“

“I have Parkinson’s disease 24 hours a day. But when I’m at class, it’s like my Parkinson’s goes away for a while.”

-Ralph

*Based on participant surveys and program outcomes.*



# YOUR SUPPORT IN ACTION

MOVEMENT THAT MATTERS

4000

Touchpoints  
In 2025

20

Senior  
Communities  
Served

100

Donor Supported  
Community  
Classes Each  
Year

“

“Empowered by Movement has given me a true sense of belonging and confidence. I went from a two-second balance to 55 seconds and haven’t had a fall in over a year. The sequencing and fast-paced activities have strengthened my memory so much that I now test in the top 90% for my age group.”

-Jeri



**BROWN**



**OUTAGAMIE**

# WHY SPONSOR?

YOUR IMPACT. REAL RESULTS.

**When cost barriers are removed, participation triples.**

*Your support makes that possible.*

## 🔗 MAKE A MEANINGFUL IMPACT

Your support expands access to music-based movement programs for older adults of all abilities—including those living with Parkinson's.

When access increases, lives change.

## 🔗 STRENGTHEN COMMUNITY WELL-BEING

Too many older adults face isolation and limited access to wellness programs.

You help create welcoming spaces filled with connection, confidence, and joy.

## 🔗 ADVANCE A MISSION THAT MATTERS

Align your organization with a mission rooted in dignity, creativity, and human connection.

This is more than visibility, it's a meaningful way to show what your brand stands for.



“At 89, this program has improved my strength, balance, and memory. I'm proud to be part of such a strong and supportive group.”

– Maureen

## 🔗 HELP PROTECT BRAIN HEALTH AND INDEPENDENCE

Your sponsorship supports programs that strengthen memory, focus, mobility, and confidence in older adults.

## 🔗 BE PART OF SOMETHING MEANINGFUL

Every class creates moments that matter—laughter, confidence, connection, and a renewed sense of what's possible.

**That's what your partnership creates.**



# YOUR IMPACT IN ACTION

## HOW WILL YOUR GIFT BE USED?

Every gift expands access to programs that improve mobility, connection, and well-being for older adults who might not otherwise have access.

- ✔ Delivers movement, connection, and improved quality of life
- ✔ Improves independence, confidence, and overall well-being
- ✔ Removes financial barriers to participation
- ✔ Sustains weekly Community Classes accessible to all ability levels

## LOOKING AHEAD

- ✔ Increase teaching artist capacity to expand program reach
- ✔ Expands programs in senior communities
- ✔ Strengthen partnerships to expand access across more communities
- ✔ Introduces intergenerational programming
- ✔ Integrates local artists through our Art in Motion series

“

“Elise looks forward to class every day. Whenever we have something scheduled, she asks if it will interfere with class. Your classes bring joy, energy, and friendship into our home.”

- Elise's daughter




# JOIN THE MOVEMENT

## PARTNERSHIP OPPORTUNITIES

Partnering with Empowered by Movement means expanding access to programs that bring movement, connection, and joy to older adults - including those with Parkinson's disease and varied movement abilities.

**Your sponsorship helps remove barriers so more people can participate, connect, and thrive.**

<b>BENEFITS</b>	<b>PRESENTING SPONSOR \$10,000</b>	<b>CLASS SPONSOR \$5,000</b>	<b>COMMUNITY PARTNER \$2,500</b>	<b>MOVEMENT PARTNER \$1,000</b>
Exclusive Class Experience				
Brand visibility	<b>WEBSITE</b> <b>NEWSLETTERS:</b> weekly, monthly <b>PRESENTATIONS</b>	<b>WEBSITE</b> <b>NEWSLETTERS:</b> monthly	<b>WEBSITE</b> <b>NEWSLETTERS:</b> quarterly	<b>WEBSITE</b>
Social media recognition	<b>QUARTERLY</b>	<b>BIANNUALLY</b>	<b>ANNUALLY</b>	
Featured in participant Thank You video				
Event & Presentation Recognition				
Premier Naming Rights for a Community Class				

**LET'S BUILD A PARTNERSHIP THAT MOVES PEOPLE.**

# EVENT SPONSORSHIP

## ADD-ON OPPORTUNITIES

Hear why Mary said yes and why this journey matters to her.



### NEW Dancing With Our Stars is a community event where local leaders raise funds for a charity of their choice.

In just three years, the event has raised more than \$1.7 million for 24 nonprofit organizations across Northeast Wisconsin.

On **October 3, 2026**, Empowered by Movement is proud to be one of the nonprofits represented, with **Mary Wichmann, owner of Furnitureland** in Pulaski, dancing on behalf of EbM—raising funds and awareness in support of our mission.

The sponsorship opportunities below are **special event add-ons** to our standard Empowered by Movement Corporate Sponsorship levels and offer enhanced visibility tied directly to the Dancing With Our Stars experience at **NO EXTRA COST**.

	Sponsorship Levels	Tickets	Stage Time	Event Signage	Program Ad	Social Media
	\$25,000 Tango	16	Yes	Yes	Full Page	Yes
	\$10,000 Perfect Ten	8	No	Yes	Full Page	Yes
	\$5,000 Five Star	6	No	Yes	Half Page	Yes
	\$2,500 Rumba	4	No	No	Quarter Page	Yes
	\$1,000 Cha-Cha	2	No	No	Quarter Page	No

# WAYS TO SUPPORT

## JOIN THE MOVEMENT

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Sponsorship is our most impactful way to expand access, but every form of support makes a difference.



### DONATE

Fuel accessible programs that create meaningful impact each week



### VOLUNTEER

Share your time and energy to help create welcoming, supportive experiences



### CONNECT

Connect us with local businesses that value health and wellness



### INVITE US TO SPEAK

Invite us to present to your organization or community



### IN-KIND

Offer services like printing, space, or event support



### SPREAD THE WORD

Share our work with older adults who could benefit most

# THE PEOPLE BEHIND THE IMPACT

EVERY MOVE MATTERS BECAUSE OF YOU. ●

Your support expands access to programs that improve health, connection, and well-being for older adults across our community. These programs build confidence, foster meaningful connection, and help individuals maintain independence and quality of life.



## INTERESTED IN SUPPORTING THIS WORK?

*We welcome the opportunity to share more about our programs and impact.*

### **Lisa Pritzl**

Founder & Executive Director

[lisap@empoweredbymovement.org](mailto:lisap@empoweredbymovement.org)

920-737-1140

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Empowered by Movement is a registered 501(c)(3) nonprofit organization (EIN: 99-3985546). Contributions are tax-deductible to the extent allowed by law.