

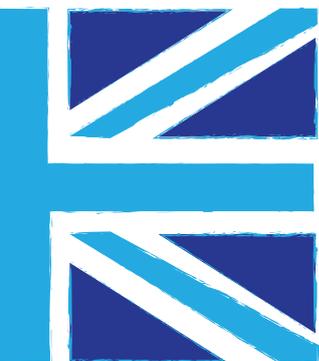


# The Great Road Trip

April – July 2022



## Sponsorship Opportunities



'Kennedy's Disease is a pernicious illness that impacts on all aspects of a sufferer's life. We must all play a part in finding a cure for the benefit of future generations'

A Kennedy Disease Sufferer

# We Need Your Support

# About KDA and KD-UK

KDA is a non-profit corporation, incorporated in California in 2000. Through its website [www.kennedysdisease.org](http://www.kennedysdisease.org) it has international reach and the organisation has raised many hundreds of thousands of dollars to support the research programme. The organisation's website has become an invaluable source of information for Kennedy's Disease sufferers.

KD-UK is a UK based charity (Charity No. 1160793). It was set up in 2015 to help raise awareness of Kennedy's Disease in the UK/Europe and to help raise funds for research into the illness. The charity website address is [www.kd-uk.com](http://www.kd-uk.com)

Both KDA and KD-UK are managed by unpaid volunteers/sufferers and have very low overhead expenses.

## What is Kennedy's Disease?

Kennedy's Disease (KD), known to the medical community as Spinal Bulbar Muscular Atrophy (SBMA), is an inherited neuromuscular disease that affects men of all ethnicities around the world.

KD causes progressive muscular weakness especially noticeable in the legs, arms, and facial regions. This results in deteriorating ability to walk, speak, swallow, and perform other basic life functions as the symptoms progress. While not fatal by itself, the muscle weakness can result in aspiration pneumonia and falls which can lead to serious complications.

Women typically are carriers only although they may share some symptoms. Kennedy Disease is often misdiagnosed as ALS (Lou Gehrig's Disease or Motor Neurone Disease) because of similar symptoms. KD is classified as a rare disease, although current research suggests it may be more prevalent in the global population than previously believed.

While there is currently no known cure for KD, research has suggested several possible pathways that may lead to a treatment.

## Can Kennedy's Disease be Cured?

There is currently no cure or treatment for Kennedy's Disease.

Medical researchers in the USA, UK, Japan and Italy are making meaningful progress towards coming up with an effective treatment for Kennedy's Disease and with sufficient funding are confident a cure can be found within 15 years.

Your help is needed to provide that funding

# The Great Road Trip

Please support an ambitious road trip, in a 29 horse power 35-year-old Citroen 2CV in 2022, from Los Angeles to Rome from April to July 2022. The car will be shipped to Los Angeles and then shipped across the Atlantic from New York to Southampton.

The Citroen 2CV, affectionately known as the tin snail, is a cult car in Europe. It was first manufactured in 1948 and production ceased in 1990.

The American Kennedy's Disease Association (KDA) and the UK Charity (KD-UK) have acquired a 2CV which has been comprehensively refurbished for the trip by a specialist company. The cost of the 2CV, and its restoration, has already been funded by a generous donor.

## Our Car

A seven-day trans alpine cycling event will be run alongside the road trip from Chamonix to Nice in July 2022. Classic Car clubs from across the United States are expected to join various segments of the American trip to support this worthy cause.

The total distance driven will be 4,300 miles in the USA and 2,300 miles in Europe.

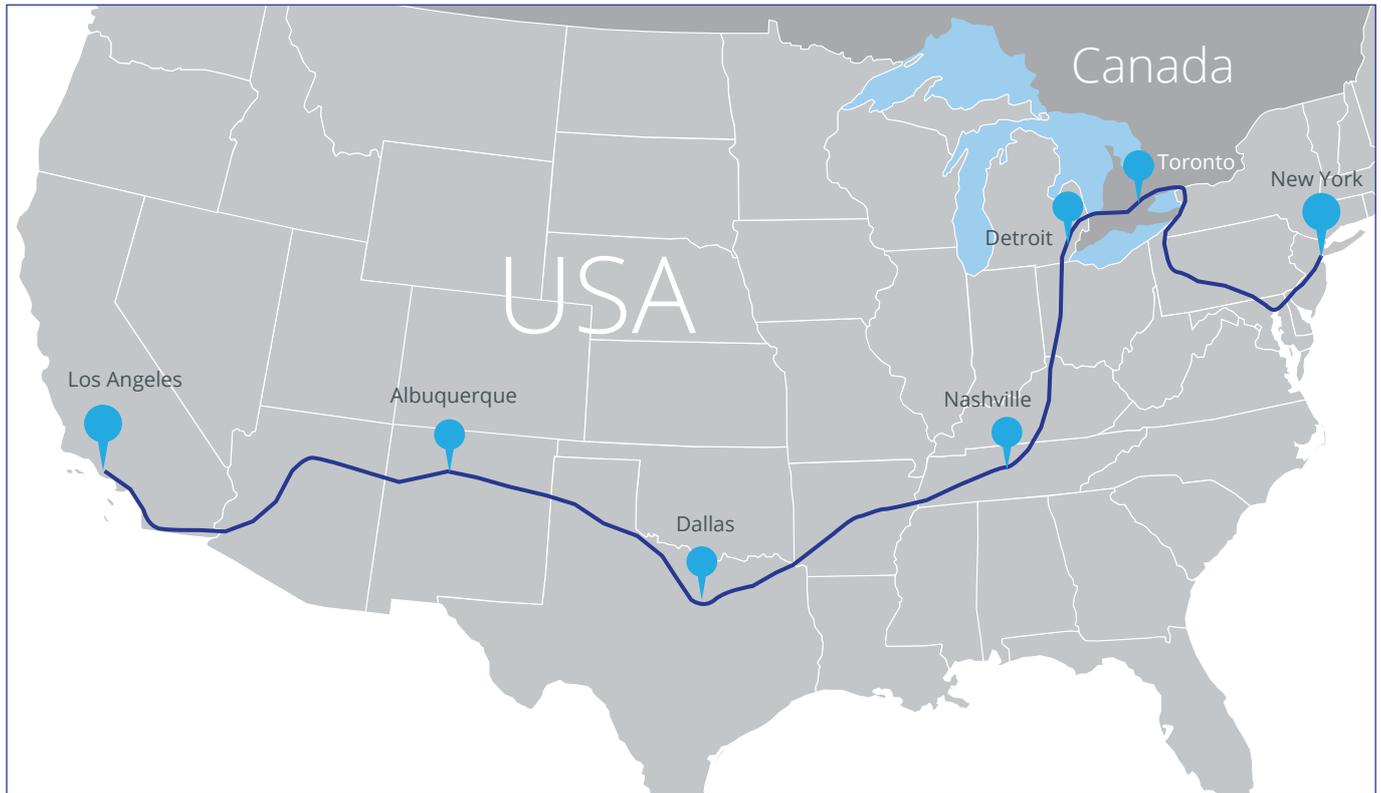
The purpose of the Road Trip is to raise awareness of Kennedy's Disease and to raise much-needed funds for the research programme.

Wherever possible, Kennedy's Disease sufferers will participate in the event. The proceeds from the event will be used to fund both the US and European research programmes.



# USA

Start in Los Angeles  
on 19 April 2022



## The North American Legs

19 April	Los Angeles	San Diego (CA)
20 April	<b>Rest / Media day San Diego</b>	
21 April	San Diego	Phoenix (AZ)
22 April	Phoenix	Flagstaff (AZ)
23 April	<b>Rest / Media day Flagstaff</b>	
24 April	Flagstaff	Gallup (NM)
25 April	Gallup	Albuquerque (NM)
26 April	<b>Rest / Media day Albuquerque</b>	
27 April	Albuquerque	Amarillo (TX)
28 April	Amarillo	Wichita Falls (TX)
29 April	Wichita Falls	Dallas (TX)
30 April	<b>Rest / Media day Dallas</b>	
1 May	Dallas	Little Rock (AR)
2 May	Little Rock	Memphis (TN)
3 May	<b>Rest / Media day Memphis</b>	

4 May	Memphis	Nashville (TN)
5 May	<b>Rest / Media day Nashville</b>	
6 May	Nashville	Cincinnati (OH)
7 May	Cincinnati	Detroit (MI)
8 May	Detroit	Toronto (Canada)
9 May	<b>Rest / Media day Toronto</b>	
10 May	Toronto	Niagara Falls (NY)
11 May	Niagara Falls	Pittsburgh (PA)
12 May	Pittsburgh	Washington (DC)
13 May	<b>Rest / Media day Washington</b>	
14 May	Washington	Philadelphia (PA)
15 May	Philadelphia	New York
16 May	<b>Media Events New York</b>	

# Europe

Start at Land's End in the South West of the UK on 7 July 2022



## The European Legs

7 July	Land's End	Falmouth (UK)	19 July	St Jean	Briancon (France)
8 July	Falmouth	Dorchester (UK)	20 July	Briancon	Barcelonette (France)
9 July	Dorchester	London (UK)	21 July	Barcelonette	St Saveur-sur-Tinee (France)
10 July	<b>Rest / Media day London</b>		22 July	St Saveur	Nice (France)
11 July	London	Paris (France)	23 July	<b>Rest / Media day Nice</b>	
12 July	<b>Rest / Media day Paris</b>		24 July	Nice	Milan (Italy)
13 July	Paris	Dijon (France)	25 July	Milan	Padua (Italy)
14 July	Dijon	Chamonix (France)	26 July	<b>Rest / Media day Padua</b>	
15/16 July	<b>Rest / Media days Chamonix</b>		27 July	Padua	Cortona (Italy)
17 July	Chamonix	Albertville (France)	28 July	Cortona	Rome (Italy)
18 July	Albertville	St Jean de Maurienne (France)	29 July	<b>Media Events Rome</b>	

# Sponsorship Packages

## Sponsorship packages starting from just \$1,000 or £750

Sponsors are being sought for each leg of the trip at a sponsorship cost of \$10,000 or £7,500 per leg. For sponsorship purposes, the legs from Chamonix to Nice are being treated as a single leg.

For the legs from Philadelphia to New York, and London to Paris, there is a reduced sponsorship cost of \$1,000 or £750. Ten part sponsors are being sought for each of these legs.

Fund raising dinners will be held in Los Angeles, Washington, New York, Dorchester, London and Padua. Event sponsors are being sought for each of these dinners at a cost of \$2,000 or £1,500.

The cycling event and additional vintage car participation will be subject to a separate offer.

## Package Benefits

### Headline Sponsor (\$50,000/£35,000)

10 X free tickets to a fundraising dinner of your choice

6 X free entry tickets to the trans alpine cycling event including accommodation

Main sponsor logo on both rear doors of the car

Logo actively displayed at all media events and on all event media releases

Invitation to drive the 2CV from Philadelphia to New York. Accommodation costs included for the night before and the night of the leg.

### Leg Sponsor (\$10,000/£7,500)

2 X free tickets to a fundraising dinner of your choice

2 X free entry tickets to the trans alpine cycling event including accommodation

Our Websites:

[www.kd-uk.com](http://www.kd-uk.com)  
[www.kennedysdisease.org](http://www.kennedysdisease.org)

Logo on either the wings or the trunk (boot) of the car for all legs

Logo actively displayed at media events around the sponsored leg

Invitation to drive the 2CV for the sponsored leg (except Philadelphia to New York). Accommodation costs included for the night before and the night of the leg.

### Part Leg Sponsor (\$1,000/£750)

1 X free ticket to a fundraising dinner of your choice

Logo on the hood (bonnet) of the car for all legs

Logo actively displayed at media events around the sponsored leg

### Fundraising Dinners Sponsor (\$2,000/£1,500)

4 X free tickets to the dinner

Logo actively displayed at the dinner

Logo on the bonnet of the car for all legs

## How to Sponsor

Please E-Mail your details and any questions you may have to either Kim Slowe at [kim@kd-uk.com](mailto:kim@kd-uk.com) or to Terry Thompson at [tthompson@kennedysdisease.org](mailto:tthompson@kennedysdisease.org)

Thank you for helping us to beat this hugely disabling illness. Together, we really can help to find a cure.

