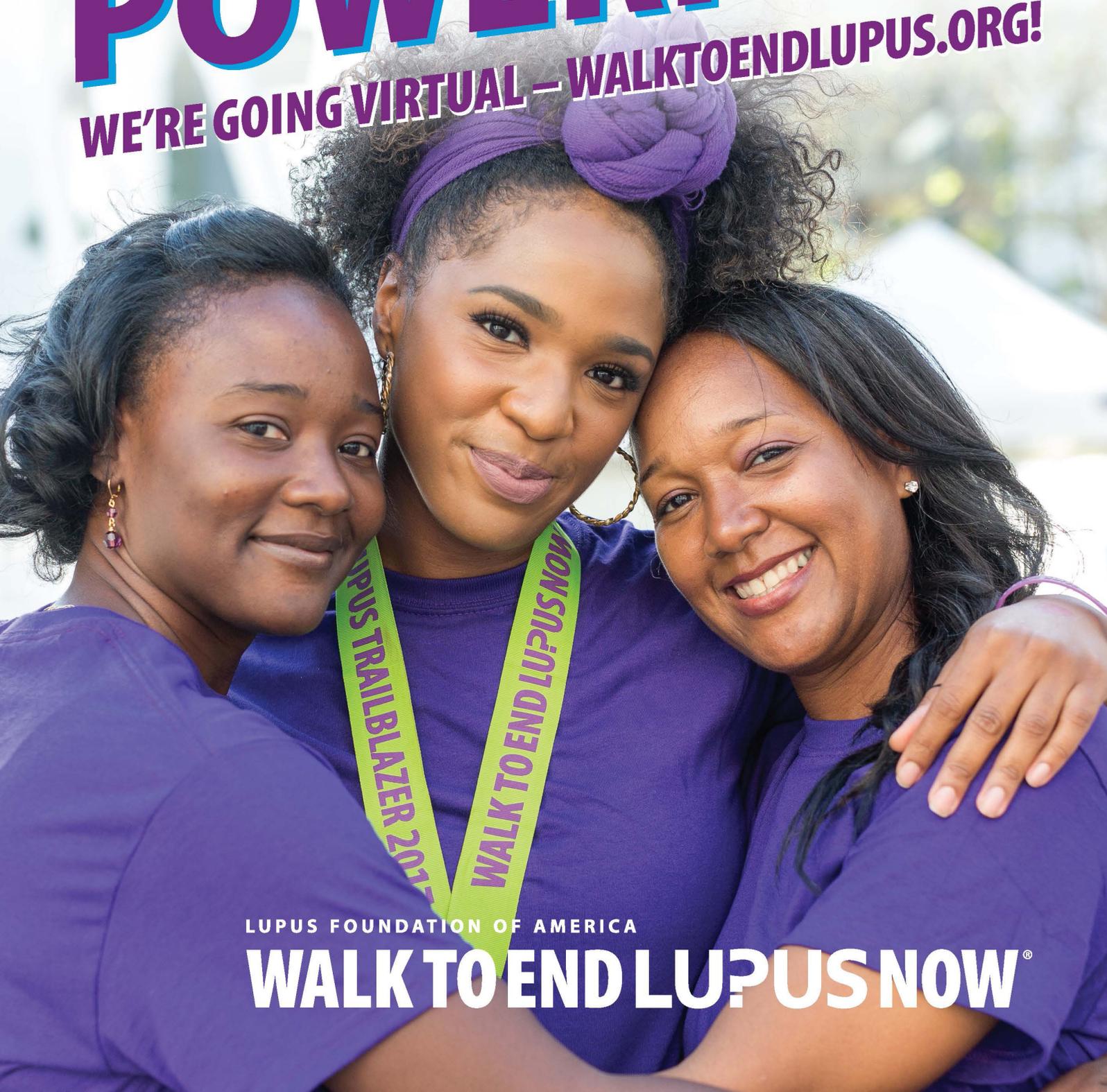


10.10.2020

UNITED. TOGETHER.
POWERFUL.

WE'RE GOING VIRTUAL - WALKTOENDLUPUS.ORG!



LUPUS FOUNDATION OF AMERICA

WALK TO END LUPUS NOW®

LUPUS IS A **CRUEL AND MYSTERIOUS** DISEASE WITH **WIDESPREAD** IMPACT

LUPUS FOUNDATION OF AMERICA

The Lupus Foundation of America is the only national force devoted to solving the mystery of lupus, while giving caring support to those who suffer from its brutal impact. Through a comprehensive program of research, education, support and advocacy, we lead the fight to improve the quality of life for all people affected by lupus. **We envision a life free of lupus.**

THE IMPACT OF LUPUS

Lupus is an unpredictable and misunderstood autoimmune disease that ravages different parts of the body. It is difficult to diagnose, hard to live with, and a challenge to treat. The symptoms can be severe, and highly unpredictable and can damage any organ or tissue, from the skin or joints to the heart or kidneys. **More of your friends, family, co-workers and neighbors live with or are impacted by lupus than you even realize.**



An estimated **1.5 million** Americans have lupus.



Lupus is among the leading causes of death among **young women**.



Only **one drug** has ever been developed specifically to treat lupus and approved by the US Food and Drug Administration.



The mean annual total costs for people with lupus (combining direct and indirect costs) can be up to **\$50,000**.

YOUR DOLLARS AT WORK TO END LUPUS

Thanks to the support of the thousands of individuals, companies and communities over the last forty plus years we are making a difference in the fight to end the brutal impact of this disease. But, it's not enough, and there is still so much work to be done. With your support, you can help us continue to improve the quality of life for all those touched by this disease.



7.5 million people count on us each year to answer questions, provide support and bring hope.

The demand for more resources is high. We need your support to grow these critical resources and support more people.



Accelerating delivery of medicines with more than **50 potential therapies** being studied for people with lupus.

Currently there is only one drug developed specifically for lupus and approved by the FDA. We need your support to fund new, groundbreaking studies.



\$550 million in Federal funding for lupus research and education in just the last 5 years.

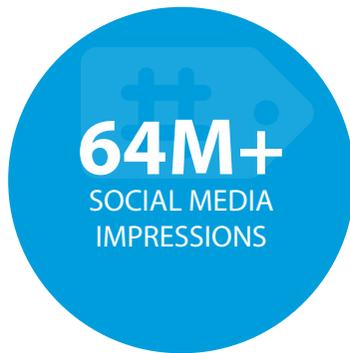
There is still work to be done. We need your support to grow our voice and increase these critical Federal funding for lupus research and education programs.



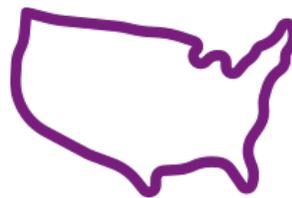
839 million views of awareness campaigns raise support, understanding and compassion for those with lupus.

The majority of Americans know little or nothing about lupus beyond the name. We need your support to increase public understanding of this disease so it gets the resources it needs.

NATIONAL AND INTERNATIONAL REACH



OVER 200 CHAPTERS,
REGIONAL OFFICES AND
SUPPORT GROUPS



NEARLY 500K SUPPORTERS
AND ADVOCATES ACROSS
THE COUNTRY

WE ARE A POWERFUL PARTNER

Send a powerful message to your customers and employees by supporting the *Walk to End Lupus Now*® as a corporate partner.

Corporate partners have an opportunity to reach a diverse audience of household decision makers who are invested in health and wellness.

- Over **60 cities** and **70,000 walkers**
- The median age of walk participants is 33 years
- **63%** of walkers are **female**
- **90%** of participants live with lupus or have a family member, friend, or co-worker who is **impacted by the disease**

Our community reach:

- More than **170,000 email contacts**
- National Facebook page: **246,000 page likes**, monthly reach of 311,000 and over 45,000 monthly engagements

SPONSORSHIP OPPORTUNITIES & BENEFITS

POWERFUL SPONSOR: \$100,000 (3 AVAILABLE)

Join us as a “Powerful” Sponsor and you will impact our organization and people living with lupus in a BIG way. This sponsorship level will be completely customized to meet the needs of your organization.

	BENEFIT	DESCRIPTION
PRE-EVENT	E-newsletter	Company recognition in National (150k+) and Chapter (20k+) e-newsletter (Aug. or Sept. issue)
	Website	Company logo featured on lupus.org/walk (over 490k monthly visitors)
	3 E-mails	Company recognition in National and Chapter e-mails to walkers (65k combined distribution)
	4 Social Media Posts	Company recognition in social media post(s) across 3 platforms from National (FB 264k, IG 57k, TW 44k followers respectively) and Chapter (60k combined followers) accounts (includes one thank you post)
	Post-Walk Survey	Company logo on post-walk survey to all attendees
DAY OF EVENT	Message from Company Exec	Sponsoring company to designate high level executive to pre-record message that will be incorporated into the program
	:15 Second PSA	Sponsoring Company provides pre-recorded :15 second PSA to be played during the program (cannot advertise a product)
	Verbal Acknowledgment	Verbal recognition during program
	Sponsor Slideshow Logo	Inclusion in the Sponsor PowerPoint that will run multiple times through out the program
SOCIO IN-APP MARKETING	Push Notification	Push notification promoting sponsoring company sent to all attendees
	Banner Ad	Banner ad on home page that can be linked internally (sponsor booth) or externally (website)
	Virtual Booth Logo	Logo on exhibit area map that links to company's sponsor booth profile (additional exposure)
	Sponsor Booth Profile	Custom page to share more about your company and connect with attendees
	Prize Donor	Opportunity to provide a prize valued at \$200+ to be given away during the program
WALKER TOOLS	Logo on Official Walk T-Shirt	Logo on official walk t-shirt and given to all walkers who raise \$100+
	Logo on Printable Materials	Logo on printable materials for walkers to use on program day (team signs, window signs, flyers, etc.)



TOGETHER SPONSOR: \$50,000

Warm Up

Help get our participants warmed up with a pre-recorded warm-up, dance party, or activity. We will work with you to determine the best warm up for people living with lupus. This will be seen by all participants on the day of and be an agenda item in our National Presentation.

Trailblazer VIP Suite

Like your company, our Trailblazers are leading the way! "Trailblazers" are walkers who raise \$1,000 or more. The VIP Suite will only be accessible to participants who reach Trailblazer status, which is a BIG deal. The Trailblazer VIP Suite will open 30 minutes early before the Walk begins.

Challenge Sponsor

In the month leading up to the 10.10.20 event, you will help us to issue challenges to our participants to encourage action, i.e. "Send 10 emails asking your friends and family to donate to your Walk page and you will be entered to win a PRIZE from SPONSOR!" This sponsorship includes 4 challenges, communication to all participants announcing the challenges each week, and award notifications announcing on social media who won.

Lupus Resources

A separate area featuring lupus health topics will be, "Sponsored by: SPONSOR" and provide a space for people with lupus to learn important information to help manage their disease. LFA will provide specific health topics important to people with lupus. You will sponsor the entire area and be featured in all communication promoting this featured section.

	BENEFIT	DESCRIPTION
PRE-EVENT	E-newsletter	Company recognition in National (150k+) and Chapter (20k+) e-newsletter (Aug. or Sept. issue)
	Website	Company logo featured on lupus.org/walk (over 490k monthly visitors)
	2 E-mails	Company recognition in National and Chapter e-mails to walkers (65k combined distribution)
	3 Social Media Posts	Company recognition in social media post(s) across 3 platforms from National (FB 264k, IG 57k, TW 44k followers respectively) and Chapter (60k combined followers) accounts (includes one thank you post)
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UNITED SPONSOR: \$25,000

Club 100

Everyone who raises at least \$100 receives a “Club 100” special badge to use on Instagram to boast about their achievement. Your logo and messaging will accompany the email to all achievers. Your name/logo will be used in all promo of this level- we do a lot of encouraging to get all walkers to raise at least \$100 and join the club.

Trailblazer Swag

Help us make our top fundraisers feel special by providing your own, custom congratulations message that will be included on a 4x6 card along with their medal. The Trailblazer Medal is a coveted item and your name/logo will be attached as the Trailblazer sponsor in all communication to Trailblazers before and after the event.

Mission PSA

Feature one lupus warrior each week on our social channels in the four weeks leading up to the 10.10.20 event to help promote the upcoming event. The posts will be mission-focused with a feel-good message to inspire people to join us. “This mission story sponsored by: SPONSOR” slate screen at end of promo.

Kids Art Zone

Kids art sheets will be distributed to participants featuring your company logo as the sponsor. We’ll ask kids to either color or draw a lupus warrior, then submit to us. The art sheets will be posted on the Warrior Wall for lupus warriors to enjoy on 10.10.20. What better way to brighten everyone’s day?!

Face Masks

PPE is more important than ever for people with lupus to keep them safe. Provide face masks to five thousand of our walkers. The face mask will feature your logo, “We are United. Together. Powerful.” and our Walk logo. We will use this as an incentive to encourage walkers to raise funds.

SOLD!

Warrior Wall

As a United Sponsor, you will be uniting a nation of lupus warriors. The Warrior Wall is a special icon on the main page that lupus warriors (people with lupus) can gather together to meet, support each other, and socialize. Your name/logo will be used in all communication to invite all participating lupus warriors to make important connections at the Warrior Wall. You’ll have the chance to send official evites to lupus warriors, have chat access in the area, and help us customize the experience.

	BENEFIT	DESCRIPTION
PRE-EVENT	Website	Company logo featured on lupus.org/walk (over 490k monthly visitors)
	1 E-mail	Company recognition in National and Chapter e-mail to walkers (65k combined distribution)
	2 Social Media Posts	Company recognition in social media post(s) across 3 platforms from National (FB 264k, IG 57k, TW 44k followers respectively) and Chapter (60k combined followers) accounts (includes one thank you post)
	Post-Walk Survey	Company logo on post-walk survey to all attendees
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EXHIBIT SPONSOR: \$10,000

Host your own Virtual Booth! Participants can visit your booth in two ways: 1. Via Exhibit Hall 2. Via Sponsor list. In your “booth,” you have a spotlight page to customize with a company write-up, external links, documents, and a live link to external video links like Zoom, Microsoft Teams, GoTo Meetings, etc.

	BENEFIT	DESCRIPTION
PRE-EVENT	1 E-mail	Company recognition in National and Chapter e-mail to walkers (65k combined distribution)
	1 Social Media Post	Company recognition in thank you social media post across 3 platforms from National (FB 264k, IG 57k, TW 44k followers respectively) and Chapter (60k combined followers) accounts
DAY OF EVENT	Sponsor Slideshow Logo	Inclusion in the Sponsor PowerPoint that will run multiple times through out the program
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SOCIO SCREENSHOTS

These are examples of the Virtual Sponsor Booth Expo (top) and an individual Sponsor Booth Profile (left) which you are able to link externally to documents, videos, social media accounts or all of the above!