

GAME ON! TO END LUPUS GUIDELINES AND TOOLKIT OUTLINE

Thank you for registering for the Lupus Foundation of America's, **Game On! to End Lupus** and dedicating your platform to raising funds and awareness for lupus research, education, advocacy and care services. Below are guidelines and tips to assist you with your charity stream and help make your event a success.

Make it Fun and Family Friendly

We want everyone to have fun and be themselves throughout the weekend - speaking and connecting to your community as you always do. We do ask that while holding a charity stream for the Lupus Foundation of America, you represent the organization in the best way: treating people with respect, acting with integrity, creating an environment free of discrimination and harassment, limiting profanity and keeping your content "family-friendly" for the weekend. If you can't say it on cable TV, please don't say it in your stream.

Duration

While Game On! to End Lupus is a 3-day event, you are welcome to stream as little or as much as you would like during that time or throughout the month. Your health and well-being is first and foremost so please stream at a length that is comfortable for you! For those holding charity streams for the Lupus Foundation of America outside of the event weekend, the same holds true.

Game On! to End Lupus Assets and Tools

Below is the list of assets and tools available in your Game On! to End Lupus Toolkit. These can be used to help brand your stream for the event. The assets are optional and there for you to use to help with messaging and promotion of the cause. Please note that they should only be used while promoting your charity stream and raising money and awareness for the Lupus Foundation of America.

Rights and Usage:

The assets provided are intellectual property and copyright to Lupus Foundation of America. They must be rendered and used exactly as supplied. Do not change the proportions of any of the logo, design elements or the design itself. Unauthorized use of assets does not imply any affiliation with or endorsement by the Lupus Foundation. For videos, no edits can be made without the permission of the Lupus Foundation of America.

Graphics:

- ◆ PNG. Game On! to End Lupus logos (horizontal and block versions)
- ◆ Game On! to End Lupus Overlay
- ◆ Game On! to End Lupus Banner
- ◆ Game On! to End Lupus Panel
- ◆ Game On! to End Lupus profile pictures

Brand Colors:

Purple: PMS 259 | Hex Code: #71277a

Gray: PMS Cool Gray 10 | Hex Code: #616265

Blue: PMS 299 | Hex Code: #00A0DF

Yellow: PMS 1235 | Hex Code: #FFB60F

Green: PMS 376 | Hex Code: #81BC00

If you have any questions, please contact our Game On! to End Lupus Manager, Stacey Clark, at clark@lupus.org or **202.815.7163 (call or text)**.

Once again, thank you for being part of the Lupus Foundation of America's Game On! to End Lupus. Your efforts will raise money to fund new and innovative research to accelerate treatments, provide support to people with lupus and ultimately find a cure. We are looking forward to working with you and getting closer to a life free from lupus!