



Help Us Solve  
The Cruel Mystery  
**LUPUS**<sup>™</sup>  
FOUNDATION OF AMERICA  
HEARTLAND CHAPTER

## PARTNERSHIP OPPORTUNITIES

The Lupus Foundation of America, Heartland Chapter is part of a national force devoted to solving the cruel mystery of lupus while providing 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.

The Heartland Chapter, serving Missouri, eastern Kansas, and southern and central Illinois, is a 501(c)3 nonprofit organization that provides programs and services for the estimated 50,000 people living with lupus within this area.

We provide information and referral through our Lupus Patient Navigator, support groups, educational programs, retreats for girls and young women with lupus, and an assistance fund for patients in financial need. Our programs are free of charge.

*The Lupus Foundation of American, Heartland Chapter is a 501(c)3 nonprofit organization (Fed EIN #51-0192362).*

## The Power of Partnership

The Heartland Chapter's events and programs provide a unique opportunity for partners to reach a diverse audience of people affected by lupus. We can also help you expand your outreach and exposure in the larger lupus community.

- LFA website has over 13,500 visits per year
- Our email marketing reaches over 7,000 people
- We are active on social media and purchase ads for our programs and events.
  - 7,000 Facebook Followers
  - 1,700 Instagram Followers
  - 900 Twitter Followers
  - 2,200 views per year on our YouTube Channel

Contact us for more information or to discuss a package that works with your priorities and budget:  
314.644.2222 or 800.958.7876 | [info@lfaheartland.org](mailto:info@lfaheartland.org)  
[lupus.org/heartland](http://lupus.org/heartland)

Opportunity & Date	Estimated Attendance	Sponsorship Amount	Exhibitor Table	Logo on T-Shirt	Logo on Signage	Logo on Print Materials	Opportunity to Present	LFA Social Media	Logo on Event Website	Logo on Email Marketing	Recognition at Event	LFA Annual Report
Walk to End Lupus Now St. Louis September 2024	800-1,000											
Presenting (Prominent Logo Placement)		\$10,000	✓	✓	✓	✓		✓	✓	✓	✓	✓
Premier		\$ 5,000	✓	✓	✓	✓		✓	✓	✓	✓	✓
Gold		\$ 2,500	✓	✓	✓	✓			✓	✓	✓	✓
Silver		\$ 1,000	✓	✓	✓					✓	✓	✓
T-Shirt/Exhibitor		\$ 500	✓	✓							✓	
Walk to End Lupus Now Kansas City September 2024	300-500											
Presenting (Prominent Logo Placement)		\$10,000	✓	✓	✓	✓		✓	✓	✓	✓	✓
Premier		\$ 5,000	✓	✓	✓	✓		✓	✓	✓	✓	✓
Gold		\$ 2,500	✓	✓	✓	✓			✓	✓	✓	✓
Silver		\$ 1,000	✓	✓	✓					✓	✓	✓
T-Shirt/Exhibitor		\$ 500	✓	✓							✓	
Lupus Empowerment Conference August 2024	100-125											
Presenting (Prominent Logo Placement)		\$15,000	✓	n/a	✓	✓	✓	✓	✓	✓	✓	✓
Premier		\$10,000	✓	n/a	✓	✓	✓	✓	✓	✓	✓	✓
Gold		\$ 7,500	✓	n/a	✓	✓	✓	✓	✓	✓	✓	✓
Silver		\$ 5,000	✓	n/a	✓	✓	✓		✓	✓	✓	✓
Exhibitor		\$ 750	✓	n/a							✓	
Education Workshop or Webinar Mutually Agreeable Date	25-75											
Presenting		\$ 5,000	✓	n/a	✓	✓	✓		✓	✓	✓	✓
Summer Jam Girls Retreat June 2024	15-24											
Presenting (Prominent Logo Placement)		\$15,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Premier		\$10,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gold		\$ 5,000	✓	✓	✓	✓			✓	✓	✓	✓
Silver		\$ 2,500	✓	✓	✓	✓			✓	✓	✓	✓



## EVENTS & PROGRAMS AT A GLANCE



The Walk to End Lupus Now is the Lupus Foundation of America, Heartland Chapter's largest fundraising event and the largest lupus walks in the Midwest. Our walks host over 1,000 walkers annually in St. Louis and Kansas City. Sponsorship provides a great opportunity to meet and interact with large numbers of lupus patients, advocates, and supporters at our exhibitor pavilions.

Our annual Lupus Empowerment Conference in St. Louis is our largest in-person education program. The conference provides opportunities for our sponsors to present lupus educational information to the attendees and an exhibitor area to meet and interact directly with lupus warriors.

We also host in-person workshops and online webinars throughout the year which provide opportunities for our sponsors to present lupus educational information to the attendees.

