



THE PURPLE BALL

APRIL 5, 2024

THE SMITH AT THE MOTO MUSEUM

SPONSORSHIP OPPORTUNITIES

Put on a splash of purple and your fancy leather and join us for a fun and inspiring evening that raises funds to support the Lupus Foundation of America, Heartland Chapter's programs of research, education, support, and advocacy.

THE VENUE

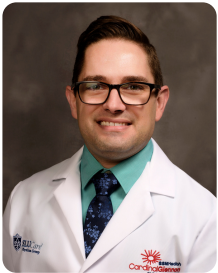
The Smith is a new event venue located in the **MOTO Museum** in Midtown. The museum houses a private collection of unique motorcycles obtained from over 20 countries from around the globe covering almost 100 years of motorcycle history.



THE EVENT

The Purple Ball features a cocktail reception, premium open bar, delicious dinner, and dancing. Take a chance to win a bottle of fine wine or whisky and have fun at the photo booth. The event includes an online auction and an inspiring presentation and opportunity to send a girl to lupus camp.

LUPUS INSPIRE AWARD



The Lupus Foundation of America, Heartland Chapter is pleased to present the 2024 inaugural *Lupus Inspire Award* to **Austin M. Dalrymple, DO, FAAP, FACR**, Associate Professor of Pediatrics and Program Director, Pediatric Rheumatology Division of Adult & Pediatric Rheumatology, Saint Louis University School of Medicine & SSM Health Cardinal Glennon Children's Hospital.



PURPLE FOR A PURPOSE

Lupus is a complicated, 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. While anyone can be diagnosed with lupus, 90% of people with lupus are female, and women of color are 2-3 time more likely to be diagnosed with the disease.



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.

Help Us Solve
The Cruel Mystery
LUPUS[™]
FOUNDATION OF AMERICA
HEARTLAND CHAPTER

SPONSORSHIP LEVELS & BENEFITS

PRESENTING SPONSOR - \$10,000

- Two tables with VIP seating (seating for 20)
- Full page ad in program book (inside front)
- Logo on invitations, save the date, and program book
- Logo featured on event signage and slideshow
- Logo featured on e-marketing, Purple Ball website, Heartland website, social media, and annual report

GOLD SPONSOR - \$5,000

- One table with VIP seating (seating for 10)
- Full page ad in program book
- Logo on invitations, save the date, and program book
- Logo featured on event signage and slideshow
- Logo featured on e-marketing, Purple Ball website, Heartland website, social media, and annual report

VIP TABLE SPONSOR - \$2,700

- One table with VIP seating (seating for 10)
- Half page ad in program book
- Name on invitations and program book

PREMIER SPONSOR - \$7,500

- One table with VIP seating (seating for 10)
- Full page ad in program book (inside back)
- Logo on invitations, save the date, and program book
- Logo featured on event signage and slideshow
- Logo featured on e-marketing, Purple Ball website, Heartland website, social media, and annual report

SILVER SPONSOR - \$3,500

- One table with VIP seating (seating for 10)
- Half page ad in program book
- Name on invitations and program book
- Name featured on event signage and slideshow
- Name featured on e-marketing, Purple Ball website, Heartland website, social media, and annual report

PROGRAM BOOK ADVERTISING

- Full Page Ad - \$500 (8.5 x 11)
- Half Page Ad - \$300 (8.5 x 5.5)
- Quarter Page Ad - \$200 (4.25 x 5.5)

RESERVED TABLE FOR 10 - \$2,000 | GENERAL ADMISSION TICKETS - \$200

Sponsorship must be confirmed by the following print deadlines:

Save the Date, November 29, 2023; Invitations, January 23, 2024; Program Book, March 22, 2024

POWER OF PARTNERSHIP

The Purple Ball is our largest and most successful fundraising event. Our partners have an opportunity to reach a diverse audience of decision makers who are invested in health and wellness.

- Event attracts our region's influential corporate and civic leaders, medical professionals, and donors.
- Purple Ball invitations are mailed to over 1,000 households and targeted e-mails are sent to over 7,000 individuals.
- LFA & Purple Ball websites have over 13,500 visits per year.
- 7,000 Facebook Followers, 1,700 Instagram Followers, 900 Twitter Followers.



Scan to Purchase



Contact us for more information.
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lupus.org/heartland