



LUPUS FOUNDATION OF AMERICA

WALK TO END LUPUS NOW®

Help Us Solve
The Cruel Mystery
LUPUS®
FOUNDATION OF AMERICA

SPONSORSHIP OPPORTUNITIES

Ocean City, NJ | May 18, 2025

Support the Lupus Foundation of America,
Pennsylvania Delaware Valley Region by joining the
Walk to End Lupus Now in Ocean City!

LUPUS IS

a **Cruel & Mysterious** Disease
with **Widespread** Impact

Help Us Solve
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LUPUS[®]
FOUNDATION OF AMERICA

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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

More of your friends, family, co-workers and neighbors live with or are impacted by lupus than you even realize.



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.



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



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



There are only **three drugs** developed specifically to treat lupus 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**.

The Walk to End Lupus Now® (WTELN) is held nationwide by the Lupus Foundation of America (LFA) and its national network to raise money for lupus research, increase awareness of lupus, and rally public support for those who suffer from its brutal impact. Each year, thousands of people across the country join forces with LFA and walk with one unified purpose – to end lupus.

Participating in our local walks around the country allows you to have boots on the ground and meaningful conversations with people in the lupus community. Nothing compares to the experience of an in-person walk event and people with lupus truly appreciate the sponsors who show up and support them.



SPONSORSHIP OPPORTUNITIES & BENEFITS

Day of Event: Presenting Sponsor | \$6,500

BENEFIT & DESCRIPTION



Exhibit Booth

Booth Space at Walk to End Lupus Now® to hand out promotional materials and engage with attendees



Speaking Opportunity and Verbal Acknowledgment

- Opportunity for company representative to speak during walk day opening ceremony
- Verbal recognition of Company during walk day program



Social Media Posts

2 dedicated PDV Region Facebook, Instagram, and LinkedIn posts



Website

Live company logo listed on local Walk to End Lupus Now® webpages



Email Communication

Logo on 2 e-Blasts pre- and post-Walk to participants



T-Shirt

Premier company logo placement on local event t-shirt given to all walkers who raise \$100+



Walk Day Signage

Prominent Walk Day Signage with company logo



Walk Day Gamification

Logo placement on Passport to be received by all attendees while visiting booth exhibitors



Walk Kickoff Recognition

- Logo on pre-event Kickoff Invitation
- Verbal recognition during program & opportunity for representative to be part of the program

SPONSORSHIP OPPORTUNITIES & BENEFITS

Day of Event: Gold Sponsor | \$5,000

BENEFIT & DESCRIPTION



Verbal Acknowledgment

Verbal recognition of Company during walk day program



Social Media Posts

1 dedicated PDV Region Facebook, Instagram, and LinkedIn post



Website

Live company logo listed on local Walk to End Lupus Now® webpages



Email Communication

Logo on e-Blast post-Walk to participants



T-Shirt

Logo placement on local event t-shirt given to all walkers who raise \$100+



Walk Day Signage

Prominent Walk Day Signage with company logo



Walk Day Gamification

Logo placement on Passport to be received by all attendees while visiting booth exhibitors



Walk Kickoff Recognition

Verbal recognition during program

SPONSORSHIP OPPORTUNITIES & BENEFITS

Day of Event: Silver Sponsor | \$2,000

BENEFIT & DESCRIPTION



Verbal Acknowledgment

Verbal recognition of Company during walk day program



Social Media Posts

1 dedicated PDV Region Facebook and Instagram post



Website

Live company logo listed on local Walk to End Lupus Now® webpages



Email Communication

Logo on e-Blast post-Walk to participants



T-Shirt

Logo placement on local event t-shirt given to all walkers who raise \$100+



Walk Day Signage

2 signs with company logo along walk route

SPONSORSHIP OPPORTUNITIES & BENEFITS

Day of Event: Bronze Sponsor | \$1,000

BENEFIT & DESCRIPTION



Verbal Acknowledgment

Verbal recognition of Company during walk day program



Social Media Posts

1 dedicated PDV Region Facebook post



T-Shirt

Logo placement on local event t-shirt given to all walkers who raise \$100+



Walk Day Signage

1 sign with company logo along walk route