

LUPUS FOUNDATION OF AMERICA

WALK TO END LUPUS NOW®

2021 VIRTUAL WALK
TO END LUPUS NOW
AND OTHER EVENTS



2021

Indiana State Chapter
www.Lupusindiana.org

BE POWERFUL

LUPUS IS A CRUEL AND MYSTERIOUS DISEASE WITH WIDESPREAD IMPACT

LUPUS FOUNDATION OF AMERICA, INDIANA CHAPTER

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 realize.**



An estimated **1.5 million** Americans have lupus, **36,000** of whom live in the state of Indiana.



Lupus is a leading cause of death among **young women**.



Only **one drug** has been approved by the FDA to treat lupus nephritis.



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

JOIN US IN THE FIGHT AGAINST LUPUS

Walk to End Lupus Now® is held nationwide by the Lupus Foundation of America 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 the Lupus Foundation of America and walk with one unified purpose—to end lupus. The Indiana State Chapter hosts this Walk each year.

TOGETHER, WE ARE POWERFUL!

(Since 2008)

ONE MILLION WALKERS

across the United States.

OVER 3,000,000 STEPS

which is equal to walking NYC's Central Park 250 times!

OVER \$20 MILLION RAISED

(and counting!) to fund research, education and support.



PARTNERSHIP OPPORTUNITIES

Thanks to the support of the thousands of individuals, companies, and communities over the last 10+ years, we are making a difference in the fight to end the brutal impact of this disease. But it is 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 in the United States count on the Lupus Foundation of America 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** are being studied for people with lupus.

Currently there is only one FDA-approved drug for lupus nephritis. We need your support to fund new, groundbreaking studies.



\$550 million in federal funding went towards 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 dollars.



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

Most 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.

PARTNERSHIP OPPORTUNITIES



<i>Faces of Lupus Fashion Show 2021</i>	Partnership \$10,000	Premier \$5,000	Benefactor \$2,500	Leadership \$1,000	Guardian \$500
Title Sponsorship; Broadcast entitlement and acknowledgement	✓				
Logo on event advertisements and brochures	Premium placement	✓			
Complimentary exhibitor space at event	✓	✓			
Opportunity to speak at the event	✓	✓			
Inclusion in press release, Chapter newsletter, website, emails to 8,000+	Premium placement	Prominent placement	Name recognition		
Logo shared digitally during Chapter's live stream	✓	✓	✓		
Recognition on event t-shirt	Logo on the back of the shirt at the top	Prominent placement	✓	✓	
Number of event t-shirts	10	8	6	4	2
Acknowledgement on Facebook, LinkedIn, Twitter and Instagram event posts with link to your company's website	10	8	6	4	2
Logo featured on signage	6	4	3	2	1
Company recognition during the opening ceremony/program	✓	✓	✓	✓	✓

PARTNERSHIP OPPORTUNITIES

<i>Walk to End Lupus Now 2021</i>	Partnership \$10,000	Premier \$5,000	Benefactor \$2,500	Leadership \$1,000	Guardian \$500
Title Sponsorship; Broadcast entitlement and acknowledgement	✓				
Logo featured on digital course marker signs	✓				
Participation in the "Live" virtual celebration	✓	✓			
Opportunity to provide a recorded message to be shared on the virtual program and/or emailed out following the program	✓	✓			
Logo on event advertisements	Premium placement	Prominent placement	✓		
Inclusion in press release, Chapter newsletter, website, emails to 8,000+	Premium placement	Prominent placement	Name recognition		
Logo shared digitally during Chapter's virtual event	✓	✓	✓		
Recognition on event t-shirt	Logo on the back of the shirt at the top	Prominent placement	✓	✓	
Number of event t-shirts	10	8	6	4	2
Acknowledgement on Facebook, LinkedIn, Twitter and Instagram event posts with link to your company's website	10	8	6	4	2
Company recognition during the opening ceremony/program	✓	✓	✓	✓	✓

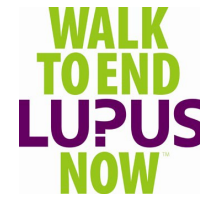
*Sponsorship levels listed above are based on individual Walk participation.

PARTNERSHIP OPPORTUNITIES



<i>In the Loop Symposium 2021</i>	Partnership \$10,000	Premier \$5,000	Benefactor \$2,500	Leadership \$1,000	Guardian \$500
Title Sponsorship; Broadcast entitlement and acknowledgement	✓				
Logo on event advertisements and brochures	Premium placement	✓			
Complimentary exhibitor space at event	✓	✓			
Recognition on event giveaways	✓	✓			
Opportunity to speak or if virtual program, provide a recorded message to be shared and/or emailed out following the program	✓	✓			
Inclusion in press release, Chapter newsletter, website, emails to 8,000+	Premium placement	Prominent placement	Name recognition		
Logo on event giveaway	✓	✓	✓		
Acknowledgement on Facebook, LinkedIn, Twitter and Instagram event posts with link to your company's website	10	8	6	4	2
Logo featured on signage	6	4	3	2	1
Company recognition during the opening ceremony/program	✓	✓	✓	✓	✓

PARTNERSHIP OPPORTUNITIES



COMMUNITY PARTNER: Faces of Lupus Fashion Show, Walk to End Lupus Now, In the Loop Symposium 2021	Partnership \$30,000	Premier \$25,000	Benefactor \$15,000	Leadership \$10,000	Guardian \$5,000
Title Sponsorship; Broadcast entitlement and acknowledgement	✓				
Logo on event giveaways when applicable	✓	✓			
Logo featured on digital course marker signs	✓	✓			
Participation in the "Live" virtual celebration	✓	✓	✓		
Opportunity to speak or if virtual program, provide a recorded message to be shared and/or emailed out following the program	✓	✓	✓		
Logo on event advertisements	Premium placement	✓	✓	✓	✓
Inclusion in press release, Chapter newsletter, website, emails to 8,000+	Premium placement	Prominent placement	Name recognition	Name recognition	Name recognition
Complimentary exhibitor space at <i>In the Loop Symposium</i> and <i>Faces of Lupus Fashion Show</i>	✓	✓	✓	✓	✓
Recognition on event t-shirt (<i>Walk to End Lupus Now</i> and <i>Faces of Lupus Fashion Show</i>)	Logo on the back of the shirt at the top	Prominent placement	✓	✓	✓
Number of event t-shirts	10	8	6	4	2
Logo shared digitally during Chapter's virtual events	✓	✓	✓	✓	✓
Acknowledgement on Facebook, LinkedIn, Twitter and Instagram event posts with link to your company's website	All	20	15	10	5
Company recognition during the opening ceremonies	✓	✓	✓	✓	✓

HOW TO PARTNER WITH US



EVENT DETAILS:

Faces of Lupus Fashion Show
September 25, 2021

Walk to End Lupus Now™
October 16, 2021

In the Loop Symposium
October 30, 2021



THE POWER OF PARTNERSHIP:

Send a powerful message to your audience by supporting our Chapter and becoming a sponsorship partner:

Faces of Lupus Fashion Show

- Models for this fun event are all people with lupus

Walk to End Lupus Now™

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

- 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 **impacted by the disease**

In the Loop Symposium

- Educational event with keynote and breakout sessions
- Estimated attendance is 100 with **95%** of attendees being **female**

OUR COMMUNITY REACH:

- More than **8,000 email contacts**
- Facebook page: Over **6,400 page likes**, monthly reach of 100,000, and over 5,000 monthly engagements

ACTIVATE YOUR PARTNERSHIP NOW

Commit your support of our Chapter today and support those living with lupus.

Contact Damiah Woodmore at 317.225.4400 or damiah@lupusindiana.org.

HOW TO PARTNER WITH US



Business Interest Form

BUSINESS NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: () _____

FAX: () _____

EMAIL ADDRESS: _____

☐ ***Faces of Lupus Fashion Show***

- ☐ Partnership
- ☐ Premier
- ☐ Benefactor
- ☐ Leadership
- ☐ Guardian

☐ ***In the Loop Symposium***

- ☐ Partnership
- ☐ Premier
- ☐ Benefactor
- ☐ Leadership
- ☐ Guardian

☐ ***Walk to End Lupus Now™***

- ☐ Partnership
- ☐ Premier
- ☐ Benefactor
- ☐ Leadership
- ☐ Guardian

☐ ***COMMUNITY PARTNER
(ALL EVENTS)***

- ☐ Partnership (\$30,000)
- ☐ Premier (\$25,000)
- ☐ Benefactor (\$15,000)
- ☐ Leadership (\$10,000)
- ☐ Guardian (\$5,000)

- ☐ FORMING A TEAM - Please have someone contact me to form a team from my business
- ☐ IN-KIND DONOR – I would like to donate the following products and/or services (Please include value)

METHOD OF PAYMENT

- ☐ Check/Money Order Enclosed ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

Name as it appears on card: _____

Card #: _____

Expiration Date: _____ Security Code: _____

Billing Address (if different from above): _____

Please send this form with payment to: Lupus Foundation of America, Indiana Chapter
9302 N. Meridian Street, Suite 203, Indianapolis, IN 46260
Phone: 800.948.8806/317.225.4400 Fax: 317-663-1003
Email: damiah@lupusindiana.org