

WALK TO END LUPUS NOW™

The 11th Annual Walk to End Lupus Now in Atlanta

Help Us Solve
The Cruel Mystery
LUPUS™
FOUNDATION OF AMERICA
GEORGIA CHAPTER

The Lupus Foundation of America (LFA) is the only national force devoted to solving the cruel mystery of lupus while offering caring support to those who suffer from its brutal impact. Through a comprehensive program of research, education and advocacy, we lead the fight to improve the quality of life for all people affected by lupus.

The Georgia Chapter is one of the fastest growing LFA Chapters in the nation because we are building corporate partnerships in Atlanta and engaging people who care about someone with lupus: their daughters, mothers, sisters, fathers, brothers and sons.

In 2016, more than 14,000 walkers united at Piedmont Park for our Chapter's *Walk to End Lupus Now*, the largest LFA Walk in the country. Our 2017 Walk date is **Saturday, April 29th**.

We kindly ask your business or group to consider the enclosed sponsorship opportunities and partner with us in raising awareness and funds to combat lupus.

Ninety percent of every dollar donated stays in Georgia to ensure the Chapter continues to provide the only statewide lupus programs and resources, including statewide symposiums, patient referrals and resources, advocacy and awareness efforts for those living with lupus and their families. We also support the national LFA research efforts funding and advocating for investment in lupus. Our patients and families deserve no less than our greatest effort.

***The cruel mystery does not daunt us.
Join us in the fight to end lupus!***

What does this collaboration offer to you?

- A partnership with the largest LFA walk in the country
- Brand exposure in **70,000 printed** pieces of collateral
- Company logo in **30 email blasts to 21,000 constituents**
- Promotional **radio support & major highway billboards**
- Visibility on our website, with more than **61,000 visitors** per year
- Inclusion in weekly social media posts reaching **8,000 fans and followers**

Sponsorship Opportunities

Presenting Sponsor

\$20,000

- Company logo on all promotional materials, brochures, posters and t-shirts
- Company logo and web link on *Walk to End Lupus Now* webpage
- Company logo and web link in *Walk to End Lupus Now* e-newsletters
- Company logo on banner displayed at the walk and pre-Walk events –14,000+ walkers
- Opportunity for product sampling and/or promotional materials at the Walk
- Stage recognition and speaking opportunity at the Walk
- 10x10 tent at the Walk
- Year-Round Sponsorship Exposure:
 - Company logo on chapter newsletters - 11,000 distributed locally and nationally
 - Company logo and website link on Chapter website - 61,000 visitors per year
 - One table, seating ten, at our annual *Night of Hope Gala*

Gold Sponsor

\$10,000

- Company logo on all promotional materials, brochures, posters and t-shirts
- Company logo and web link on *Walk to End Lupus Now* webpage
- Company logo and web link in *Walk to End Lupus Now* e-newsletters
- Company logo on banner displayed at the walk and pre-Walk events –14,000+ walkers
- Opportunity for product sampling and/or promotional materials at the Walk
- Stage recognition and speaking opportunity at the Walk
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Silver Sponsor

\$7,500

- Company logo on all promotional materials, brochures, posters and t-shirts
- Company logo and web link on *Walk to End Lupus Now* webpage
- Company logo and web link in *Walk to End Lupus Now* e-newsletters
- Company logo on banner displayed at the Walk and pre-Walk events –14,000+ walkers
- Stage recognition and speaking opportunity at the Walk

Bronze Sponsor

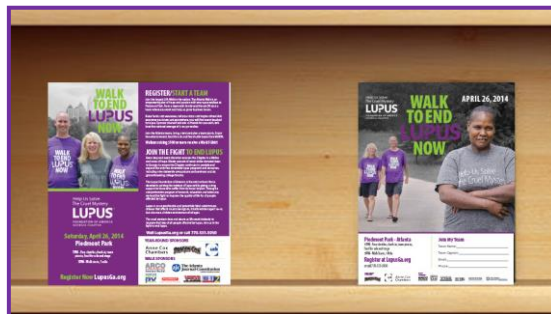
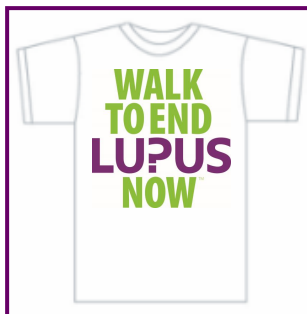
\$5,000

- Company logo on all promotional materials, brochures, posters and t-shirts
- Company logo and web link on *Walk to End Lupus Now* webpage
- Company logo and web link in *Walk to End Lupus Now* e-newsletters

T-Shirt Sponsor

\$2,000

- Company logo on t-shirts

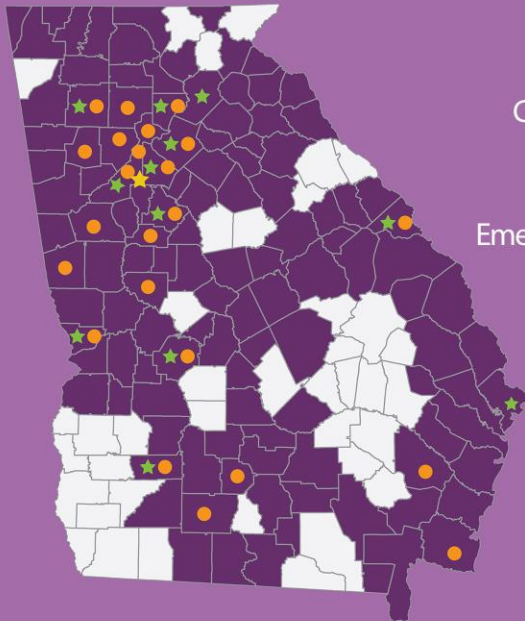


WHAT IS Lupus?



- Lupus affects over **55,000 Georgians** and **1.5 million Americans**, mostly women aged 18-45 but also men, children and women of all ages.
- Lupus affects **more than** the combined number of those affected by MS, cystic fibrosis, cerebral palsy, sickle cell anemia, leukemia and HIV.
- Lupus is an **unpredictable, life diminishing and life devastating autoimmune disease** which can affect any organ system, skin, joints, kidneys, brain, heart, lungs and blood.
- Lupus is difficult to diagnose and is very misunderstood in the medical and lay community.
- Lupus is three times more likely to strike minorities, including African-Americans, Hispanics and Asians.
- There is no known cause or cure and the incidence of lupus has increased in the past 20 years.

Reaching Communities in More Than 120 Counties...



More Than 30 **Support Groups**
including Men, Teens, Spanish
Speakers, Young Adults and
CALF (College-Aged Lupus Fighters)

Patient Navigators

Emergency **Financial Assistance** Fund

Statewide **Symposiums**, Newly
Diagnosed **Seminars** and
Workshops

Georgia Empowerment **Summit**

Monthly **Teleconference Calls**

Advocacy and Awareness in
Georgia and Washington, D.C.

Help us grow our Chapter's reach in Georgia!

WALK TO END LUPUS NOW™

- | | |
|--|-----------------|
| <input type="checkbox"/> Presenting Sponsor | \$20,000 |
| Distinguished as event Presenting Sponsor - Category Exclusive | |
| <input type="checkbox"/> Platinum Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Sponsor | \$7,500 |
| <input type="checkbox"/> Silver Sponsor | \$5,000 |
| <input type="checkbox"/> T-Shirt Sponsor | \$2,000 |

Payment Information

Contact Name _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone Number: (____) _____

Email: _____

Total amount enclosed: \$ _____

Circle one:

Check (payable to Lupus Foundation of America, GA) American Express Visa MasterCard

Card # _____ Exp. Date _____ Three/four digit security no. _____

Signature: _____

For questions and information contact:

Maria Myler, President and CEO, at m.myler@lfaga.org

**Thank you for your support of the Walk to End Lupus Now and the
Lupus Foundation of America, Georgia Chapter!**

Please mail or fax form and payment to:

Lupus Foundation of America, Georgia Chapter
1850 Lake Park Drive, Suite 101, Smyrna, GA 30080

Tel. 770-333-5930 ~ Fax 770-333-5932 ~ Chapter's 501(c)(3) tax ID number (58-1231804)