

# DISCOVER YOUR POWER

#LUPUSWALKGA18

## The 12<sup>th</sup> Annual Atlanta Walk to End Lupus Now

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.

In 2017, more than 14,000 walkers united for our Chapter's *Walk to End Lupus Now*, the largest LFA Walk in the country. Our 2018 Walk date is **Saturday, April 21<sup>st</sup> at Georgia State Stadium**.

### What does this collaboration offer to you?

- Brand exposure at the **LARGEST** fundraising walk in Atlanta
- 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**

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. If you reach out to your friends, family, customers, and vendors, we know that you will find that someone in your life is or knows one of the 55,000 Georgians living with lupus.

Of every dollar that you give, 90 cents will stay in Georgia to build and expand our programs – the only free statewide programs and awareness efforts for lupus patients and families. This includes our 11 symposiums and workshops, our statewide advocacy efforts at the Georgia State Capitol, and the nation's largest network of lupus support groups. 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!***

# 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
- 10x10 tent at the Walk

## 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

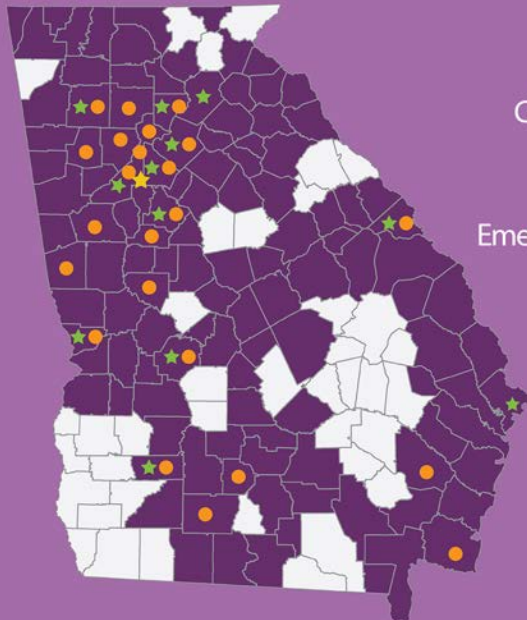


# WHAT IS Lupus?



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

## 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:

Steve Evans, President and CEO, at [sevens@lfaga.org](mailto:sevens@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)