



Help Us Solve
The Cruel Mystery

LUPUS[®]

FOUNDATION OF AMERICA

LUPUS FOUNDATION OF AMERICA

**WALK
TO END
LUPUS
NOW**[®]

Pennsylvania Delaware
Valley Region
2024 | Philadelphia
Lupus Loop

SPONSORSHIP OPPORTUNITIES & BENEFITS

LUPUS IS A CRUEL AND MYSTERIOUS DISEASE WITH WIDESPREAD IMPACT

LUPUS FOUNDATION OF AMERICA

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 even realize.**



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**.

WALK TO END LUPUS NOW®: SPONSORSHIP OPPORTUNITIES

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

\$10,000

BENEFIT & DESCRIPTION



Exhibit Booth

Booth Space at Walk to End Lupus Now® for staff to hand out promotional materials (items must be pre-approved by LFA)



Walk Kickoff Recognition

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



Walk Day Gamification

Passport card for all attendees- each *person will receive a Passport to be stamped by booth exhibitors for a chance to win a prize.*



Speaking Opportunity and Verbal Acknowledgment

Opportunity for company executive to speak during walk day opening ceremony
Verbal recognition of sponsoring Company during walk day program



Website

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



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



Social Media Posts

2 dedicated PDV Region [Facebook](#) posts
2 dedicated PDV Region [Instagram](#) posts
2 dedicated Philadelphia [Facebook](#) posts



Email Communication

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

SPONSORSHIP OPPORTUNITIES & BENEFITS

DAY OF EVENT: GOLD SPONSOR

\$5,000

BENEFIT & DESCRIPTION



Walk Kickoff Recognition

Verbal recognition during program



Walk Day Gamification

Passport card for all attendees- *each person will receive a Passport to be stamped by booth exhibitors for a chance to win a prize.*



Verbal Acknowledgment

Verbal recognition of sponsoring Company during walk day program



Website

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



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



Social Media Posts

1 dedicated PDV Region [Facebook](#) post
1 dedicated PDV Region [Instagram](#) post
1 dedicated Philadelphia [Facebook](#) post



Email Communication

Logo on e-Blast post-Walk to participants

SPONSORSHIP OPPORTUNITIES & BENEFITS

DAY OF EVENT: SILVER SPONSOR

\$2,000

BENEFIT & DESCRIPTION

- ✓ **Walk Day Signage**
2 signs with company logo along walk route.
- ✓ **Verbal Acknowledgment**
Verbal recognition of sponsoring Company during walk day program
- ✓ **T-Shirt**
Logo placement on local event t-shirt given to all walkers who raise \$100+
- ✓ **Website, Social Media & Email Communication**
Live company logo listed on local Walk to End Lupus Now® webpages
Logo on e-Blast post-Walk to participants
2 dedicated PDV Region Facebook posts

DAY OF EVENT: BRONZE SPONSOR

\$1,000

- ✓ **Walk Day Signage**
1 sign with company logo along walk route.
- ✓ **Verbal Acknowledgment**
Verbal recognition of sponsoring Company during walk day program
- ✓ **T-Shirt**
Logo placement on local event t-shirt given to all walkers who raise \$100+
- ✓ **Social Media Posts**
1 dedicated South Jersey Facebook post