LUPUS FOUNDATION OF AMERICA
WALK TO END LUPUS NOW

UNITED TOGETHER. POWERFUL.

2023 Walk Season
lupuustristate.org

2023
Central & Western PA
South Jersey
Delaware
Philadelphia & Eastern PA
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 Philadelphia Tri-State Chapter hosts four of these walks 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.
LUPUS IS A CRUEL AND MYSTERIOUS DISEASE WITH WIDESPREAD IMPACT

LUPUS FOUNDATION OF AMERICA, PHILADELPHIA TRI-STATE 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, 60,000 of whom live in the Philadelphia Tri-State area.

Lupus is a leading cause of death among young women.

Only three drugs have ever been developed specifically to treat lupus and lupus nephritis and 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.
YOUR DOLLARS AT WORK TO END LUPUS

Thanks to the support of the thousands of individuals, companies, and communities over the last 30 years, we are making a difference in the fight to end the brutal impact of this disease. But, it’s 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 are only three FDA-approved drugs for lupus. 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.

The majority of 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.
<table>
<thead>
<tr>
<th>Walk to End Lupus Now 2023</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5,000 (SOLD)</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>Title Sponsorship: Presented by acknowledgement</td>
<td>SOLD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Event Advertisements and Brochures</td>
<td>Premium Placement</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion in Press Release, Lupus Line (Chapter Newsletter), Chapter Website, Chapter emails</td>
<td>Premium Placement</td>
<td>Prominent Placement</td>
<td>Name Recognition</td>
<td></td>
</tr>
<tr>
<td>Individual Sponsor Tent</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on Event T-Shirt</td>
<td>Logo on the back of the shirt at the top</td>
<td>Prominent placement</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Banners Provided by your Company to be Displayed on Event Tents</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement on Facebook and Twitter Posts with Link to your Company’s Website</td>
<td>All</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Number of Complimentary Event T-shirts</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Sponsor Exhibition Table</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo Featured on Course Marker Signs</td>
<td>10</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Company Recognition During the Opening Ceremony/Program</td>
<td>4 (Opportunity to speak during program)</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

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

*If virtual, benefits will be updated accordingly.
<table>
<thead>
<tr>
<th><strong>Lupus Loop &amp; Walk to End Lupus Now</strong></th>
<th>Platinum $10,000</th>
<th>Gold $5,000</th>
<th>Silver $2,500</th>
<th>Bronze $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Sponsorship: Presented by Acknowledgment</td>
<td>SOLD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Event Advertisements and Brochures</td>
<td>Premium Placement</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion in Press Release, Lupus Line (Chapter Newsletter), Chapter Website, Chapter Emails</td>
<td>Premium Placement (All)</td>
<td>Prominent Placement (4)</td>
<td>Logo Recognition (2)</td>
<td>Name Recognition (2)</td>
</tr>
<tr>
<td>Individual Sponsor Tent</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prominent Logo on Race Bibs</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on Event T-Shirt</td>
<td>Logo on the back of the shirt at the top</td>
<td>Prominent placement</td>
<td>Prominent placement</td>
<td>✓</td>
</tr>
<tr>
<td>Banners Provided by your Company on Event Tents</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Acknowledgment on Facebook and Twitter Posts Through November 18 With Link to your Company’s Website</td>
<td>All</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Number of Complimentary Registrations (includes event t-shirts)</td>
<td>20</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Sponsor Exhibition Table</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo featured on course marker signs</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Company recognition during the opening ceremony/program</td>
<td>12 (Opportunity to speak during program)</td>
<td>6 (Opportunity to speak during program)</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

*If virtual, benefits will be updated accordingly.*
HOW TO PARTNER WITH US

EVENT DETAILS:

Ocean City, NJ- May 21, 2023 (700 Participants)
Harrisburg, PA- September 9, 2023 (500 Participants)
Wilmington, DE -October 15, 2023 (500 Participants)
Philadelphia, PA- October 29, 2023 (2,500 Participants)

THE POWER OF PARTNERSHIP:

Send a powerful message to your audience by supporting the *Walk to End Lupus Now*® as a sponsorship partner.

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

- **4 cities** and nearly **5,000 walkers**
- 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**

Reach:
- More than **15,000 email contacts**
- **10,000+ Social Media followers**, monthly reach of 100,000, and over 5,000 monthly engagements

ACTIVATE YOUR PARTNERSHIP NOW

Commit your support of the *Walk to End Lupus Now & Lupus Loop* today and support those living with lupus.

Contact Brendan Heine at 215-517-5070 / bheine@lupustristate.org
## Business Interest Form

**BUSINESS NAME:**

**CONTACT NAME:**

**ADDRESS:**

**CITY/STATE/ZIP:**

**PHONE:**

**FAX:**

**EMAIL ADDRESS:**

---

I am interested in supporting the *Walk to End Lupus Now™* in the following way(s):

### FORMING A TEAM

- [ ] Please have someone contact me to form a team from my business

### SPONSORSHIP

*(CPA, DE, SJ)*

<table>
<thead>
<tr>
<th>Level</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$5,000</td>
</tr>
<tr>
<td>Gold</td>
<td>$2,500</td>
</tr>
<tr>
<td>Silver</td>
<td>$1,000</td>
</tr>
<tr>
<td>Bronze</td>
<td>$500</td>
</tr>
<tr>
<td>Vendor</td>
<td>$300</td>
</tr>
</tbody>
</table>

### Philadelphia

- [ ] Platinum (Sold)
- [ ] Gold ($2,500)
- [ ] Silver ($1,000)
- [ ] Bronze ($500)
- [ ] Vendor ($300)

### IN-KIND DONOR

- [ ] I would like to donate the following products and/or services (Please include value of goods):

---

### 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
101 Greenwood Avenue, Suite 200
Jenkintown, PA 19046

Phone: 866-517-5070/215-517-5070
Fax: 215-517-8483
Email: bheine@lusustristate.org