

Lupus Foundation of America,
Lone Star Chapter Inc.
2024 Partnership Proposal



OPPORTUNITY	LOCATION	VALUE	BOOTH/TABLE	SOCIAL MEDIA	LFA LONE STAR WEBSITE LOGO	T-SHIRT LOGO	PATIENT INTERACTION	SPEAKING OPPORTUNITY	VERBAL EVENT RECOGNITION	EVENT SIGNAGE RECOGNITION	EVENT TEAM INCLUDED	EXCLUSIVE SPONSORSHIP
Educational Events												
Lupus Kids Camp - August	Grapevine											
Presenting Sponsor		\$10,000	✓	✓	✓		✓	✓	✓	✓		✓
Lunch Sponsor		\$5,000	✓	✓	✓		✓		✓	✓		✓
Breakfast Sponsor		\$2,500	✓	✓			✓		✓	✓		
Summit - September	Dallas											
Presenting Sponsor		\$10,000	✓	✓	✓		✓	✓	✓	✓		✓
Lunch Sponsor		\$5,000	✓	✓	✓		✓		✓	✓		✓
Warrior Support Sponsor		\$2,500	✓	✓			✓			✓		
Co-Branded Community Events	Various	\$5,000	✓	✓	✓		✓	✓	✓	✓		
Virtual Programs	Virtual	\$1,000		✓			✓	✓	✓			✓
Physician Dinners	Various	\$5,000			✓			✓	✓	✓		✓
Social Media, Newsletter, & Other												
E-Blast		\$500					✓					
Social Media Posts												
1 Post		\$100		✓			✓					
4 Posts		\$250		✓			✓					
10 Posts		\$500		✓			✓					
Newsletter Ad												
1 Ad		\$150					✓					
3 Ads		\$300					✓					
Support Group Sponsorship		\$1,000		✓			✓	✓	✓			✓

Background:

The Lupus Foundation of America, Lone Star Chapter is seeking partners for our 2024 fundraising and educational events. Over the last year we have seen tremendous growth in our in-person events and also continue to find growth in virtual options that have emerged since the pandemic. While our main focus is on being together, we recognize that there is also merit in letting people join our events on their terms by walking in their own neighborhood park or doing a Lunch-and-Learn from work or at home. As a result, we have tried to create the perfect mix for the coming year to meet the variety of needs of our lupus warriors.

Here are some facts that will provide guidance on which partnerships may reach your needs:

- Our email list is over 20,000 individuals and we consistently have greater than a 30% clickthrough rate on the emails we send.
- We have nearly 6,500 followers on Facebook and just under 1,000 followers on Instagram. Our dedicated social media posts that are included as a partner benefit for events run one time for a sponsorship of \$2,500 or less, twice for a sponsorship of \$5,000-\$7,500, and three times for a sponsorship of \$10,000+.
- We run ads for all of our events on social media to reach beyond just those who follow us.
- Our 2023 walks and events had a huge increase in participation that we attribute to our new LFA Lone Star team working hard to breathe life back into them since the pandemic.

Walks and Events:

EL PASO WALK TO END LUPUS NOW

This walk will be a virtual walk in El Paso in February. There is a Team Raiser page for this walk like with our in-person walks.

El Paso Walk to End Lupus Now - \$1,000 Sponsorship

This sponsorship includes:

- Social media recognition
- Your company logo on the event t-shirt
- A team for the event of up to 25 people

DALLAS WALK TO END LUPUS NOW

This walk will be held in-person in the Dallas area in April. This is a traditional Walk to End Lupus Now event.

Dallas Walk to End Lupus Now Gold Sponsor - \$5,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- Your company logo on the event t-shirt

- An opportunity for direct patient interaction
- A speaking opportunity at the event
- Verbal event recognition
- Your company name and/or logo on signage at the event
- A team for the event of up to 25 people

Dallas Walk to End Lupus Now Silver Sponsor - \$2,500 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo on the event t-shirt
- An opportunity for direct patient interaction
- Verbal event recognition
- Your company name and/or logo on signage at the event

Dallas Walk to End Lupus Now Bronze Sponsor - \$1,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- An opportunity for direct patient interaction
- Your company name and/or logo on signage at the event

DUCKY DASH

This event will be held in Grapevine in August. This is our premier community fundraising event and includes an evening of dinner and drinks in a casual atmosphere with a rubber ducky race as the main entertainment. This event is held the night before our Lupus Kids Camp.

Ducky Dash Presenting Sponsor - \$10,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- An opportunity for direct patient interaction
- A speaking opportunity at the event
- Verbal event recognition
- Your company name and/or logo on signage at the event
- This is an exclusive sponsorship, meaning you will be the only sponsor at this level for this event

Ducky Dash Duck Sponsor - \$5,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- An opportunity for direct patient interaction
- Verbal event recognition
- Your company name and/or logo on signage at the event

Ducky Dash Yellow Sponsor - \$1,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- An opportunity for direct patient interaction
- Your company name and/or logo on signage at the event

AUSTIN WALK TO END LUPUS NOW

This walk will be held in-person in Austin in September. This is a traditional Walk to End Lupus Now event.

Austin Walk to End Lupus Now Gold Sponsor - \$5,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- Your company logo on the event t-shirt
- An opportunity for direct patient interaction
- A speaking opportunity at the event
- Verbal event recognition
- Your company name and/or logo on signage at the event
- A team for the event of up to 25 people

Austin Walk to End Lupus Now Silver Sponsor - \$2,500 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo on the event t-shirt
- An opportunity for direct patient interaction
- Verbal event recognition
- Your company name and/or logo on signage at the event

Austin Walk to End Lupus Now Bronze Sponsor - \$1,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
 - Social media recognition
 - An opportunity for direct patient interaction
 - Your company name and/or logo on signage at the event
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SAN ANTONIO WALK TO END LUPUS NOW

This walk will be held in-person in San Antonio in October. This is a traditional Walk to End Lupus Now event.

San Antonio Walk to End Lupus Now Gold Sponsor - \$5,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- Your company logo on the event t-shirt
- An opportunity for direct patient interaction
- A speaking opportunity at the event
- Verbal event recognition
- Your company name and/or logo on signage at the event
- A team for the event of up to 25 people

San Antonio Walk to End Lupus Now Silver Sponsor - \$2,500 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo on the event t-shirt
- An opportunity for direct patient interaction
- Verbal event recognition
- Your company name and/or logo on signage at the event

San Antonio Walk to End Lupus Now Bronze Sponsor - \$1,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- An opportunity for direct patient interaction
- Your company name and/or logo on signage at the event

COMMUNITY WALKS

This sponsorship will make you a partner for all of our neighborhood community walk events. These events are similar to our traditional Walk to End Lupus Now events but can be done as a neighborhood or with a group of friends at a time and location that works for the organizers. The group is sent a box of lupus materials to use for their walk and all individuals who raise \$100 or more receive a t-shirt that will have your logo on it. This fun and flexible event style allows us to meet the needs of some of our warriors who cannot make it to our larger walks and covers a large portion of our territory that is disconnected from the metropolitan areas.

Community Walks Sponsor - \$1,000 Sponsorship

This sponsorship includes:

- Social media recognition
- Your company logo on the event t-shirt
- A team for the event of up to 25 people

CORNHOLE

This sponsorship provides you the opportunity to be the cornhole sponsor at all our events. We will put your logo on our cornhole boards for everyone to see. Our games section has become an increasingly popular part of our walks and we have decided to add cornhole to our Ducky Dash and educational events (when feasible). There is only one opportunity available for this fun and highly visible new sponsorship.

Cornhole Sponsor - \$10,000

This sponsorship includes:

- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- An opportunity for direct patient interaction
- Verbal event recognition
- This is an exclusive sponsorship, meaning you will be the only sponsor at this level for this event

ALL WALKS

This sponsorship will grant you privileges for all our walks, virtual and in-person, at the top sponsor level.

All Walks Package Sponsor - \$12,500

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- Your company logo on the event t-shirt
- An opportunity for direct patient interaction
- A speaking opportunity at the event

- Verbal event recognition
 - Your company name and/or logo on signage at the event
 - A team for the event of up to 25 people
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Educational Events:

LUPUS KIDS CAMP

Our Lupus Kids Camp takes place at the Great Wolf Lodge in Grapevine in August and is geared towards our youngest Lupus Warriors and their families. The educational portion of the camp runs on Saturday from 9-2 and provides our families with vital information and time to connect with other families. Campers stay overnight at the lodge and are given waterpark passes to use in their free time as well as tickets to attend our Ducky Dash the night before.

Lupus Kids Camp Presenting Sponsor - \$10,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- An opportunity for direct patient interaction
- A speaking opportunity at the event
- Verbal event recognition
- Your company name and/or logo on signage at the event
- This is an exclusive sponsorship, meaning you will be the only sponsor at this level for this event

Lupus Kids Camp Lunch Sponsor - \$5,000 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- An opportunity for direct patient interaction
- Verbal event recognition
- Your company name and/or logo on signage at the event
- This is an exclusive sponsorship, meaning you will be the only sponsor at this level for this event

Lupus Kids Camp Breakfast Sponsor - \$2,500 Sponsorship

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- An opportunity for direct patient interaction
- Verbal event recognition
- Your company name and/or logo on signage at the event
- This is an exclusive sponsorship, meaning you will be the only sponsor at this level for this event

LUPUS SUMMIT

Our annual summit will be held in Dallas in September. This event provides an opportunity for warriors and their caregivers to hear the latest in lupus research and treatments while learning new skills to cope with their disease and celebrating their ability to be present for the event.

Lupus Summit Presenting Sponsor - \$10,000

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- An opportunity for direct patient interaction
- A speaking opportunity at the event
- Verbal event recognition
- Your company name and/or logo on signage at the event
- This is an exclusive sponsorship, meaning you will be the only sponsor at this level for this event

Lupus Summit Lunch Sponsor - \$5,000

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- Your company logo in the partner section on the LFA Lone Star Chapter page
- An opportunity for direct patient interaction
- Verbal event recognition
- Your company name and/or logo on signage at the event
- This is an exclusive sponsorship, meaning you will be the only sponsor at this level for this event

Lupus Summit Warrior Support Sponsor - \$2,500

This sponsorship includes:

- A booth/table at the event
- Social media recognition
- An opportunity for direct patient interaction
- Your company name and/or logo on signage at the event

CO-BRANDED COMMUNITY EVENTS

We offer co-branded community events in a location of your choice. We suggest considering: Dallas, Fort Worth, Tyler, Austin, Amarillo, Abilene, San Antonio, or El Paso. These events are usually 3-5 hours and have 3-4 speakers and a wellness activity. We will have several of these events throughout the year that you can sign onto as a sponsor, or you can create your own time, place, and date with us.

Community Event Sponsor - \$5,000

This sponsorship includes:

- A booth/table at the event
 - Social media recognition
 - Your company logo in the partner section on the LFA Lone Star Chapter page
 - An opportunity for direct patient interaction
 - A speaking opportunity at the event
 - Verbal event recognition
 - Your company name and/or logo on signage at the event
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VIRTUAL PROGRAMS

Our virtual programs take place on our Zoom platform and can be a Lunch-and-Learn, a weekend event, or an evening event. You can pick the topic and a date and time that work for you, or we can plan everything for you.

Virtual Program Sponsor - \$1,000

This sponsorship includes:

- Social media recognition
 - An opportunity for direct patient interaction
 - A speaking opportunity at the event
 - Verbal event recognition
 - This is an exclusive sponsorship, meaning you will be the only sponsor at this level for this event
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PHYSICIAN DINNERS

Our physician dinners can take place in the city of your choice and bring together a group of 12-20 physicians who treat lupus for an update on the disease state from one of their colleagues.

Physician Dinner Sponsor - \$5,000

This sponsorship includes:

- Your company logo in the partner section on the LFA Lone Star Chapter page
- A speaking opportunity at the event
- Verbal event recognition
- Your company name and/or logo on signage at the event
- This is an exclusive sponsorship, meaning you will be the only sponsorship at this level for this event

Social Media, Newsletter, & Other:

E-BLAST

Our e-blasts go out to over 20,000 individuals. You can add additional e-blasts at any time.

E-Blast - \$500/blast

This sponsorship includes:

- An opportunity for direct patient interaction

SOCIAL MEDIA POSTS

Our social media posts are seen by more than 8,000 people. You can add additional posts at any time.

Social Media Posts - \$100/post

This sponsorship includes:

- Social media recognition
- An opportunity for direct patient interaction

Social Media Posts - \$250/4 posts

This sponsorship includes:

- Social media recognition
- An opportunity for direct patient interaction

Social Media Posts - \$500/10 posts

This sponsorship includes:

- Social media recognition
- An opportunity for direct patient interaction

NEWSLETTER AD

Our newsletter ads are seen by more than 20,000 individuals. You can add additional ads at any time.

Newsletter Ad - \$150/ad

This sponsorship includes:

- An opportunity for direct patient interaction

Newsletter Ad - \$300/3 ads

This sponsorship includes:

- An opportunity for direct patient interaction

SUPPORT GROUPS

Our support group sponsors are given the opportunity to visit with 3 support groups of their choice over the period of 1 month and present for up to 20 minutes followed by 10 minutes of optional question and answer time.

Support Group Sponsor - \$1,000/month

This sponsorship includes:

- Social media recognition
- An opportunity for direct patient interaction
- A speaking opportunity at the event
- Verbal event recognition
- This is an exclusive sponsorship, meaning you will be the only sponsorship at this level for this event