2018 WALKS TO END LUPUS NOW™

MID-SOUTH CHAPTER (SERVING AL, KY & TN)

BIRMINGHAM | HUNTSVILLE | MEMPHIS | LEXINGTON | NASHVILLE | LOUISVILLE
Science, funded by dollars raised through our Walks, is moving us toward cures for lupus. Awareness, created by our Walk events, helps us foster earlier diagnoses and reach current patients and families. Every dollar gives us more power to fight the cruel mystery of lupus - BE POWERFUL and be with us on in one or more of our six Walk cities!

Together, we CAN solve the cruel mystery of lupus.

Founded in 1984, the Mid-South Chapter is a trusted lifeline for patients and caregivers, and a valued partner of medical providers and researchers. The Walk to End Lupus Now™ is the primary way we harness the passion and power of our community to raise urgently needed funds and bring attention to the cruel mystery of lupus in our service area of Alabama, Kentucky and Tennessee.

Our Chapter is 100 percent locally funded and nine out of ten Walk dollars raised stay in our service area, allowing us to provide evidence-based, compassionate programs and education. The other 10 percent is given to our national organization, enabling our Chapter to participate in important international research toward treatments and cures, including studies on pediatric lupus.

Proceeds from the Walk fuel our impact, allowing us to launch and sustain programs -- like Moves for Lupus, peer counseling, support groups, educational conferences and more -- in communities where patients - including 85,000 patients - feel the most isolated from resources and camaraderie.

Lupus is underpublicized, with even those at highest risk having little information about the disease. The Walk allows us to get critical airtime and exposure toward better awareness and to rally our advocates to demand attention for lupus at the highest levels.

We invite you to BE POWERFUL as an official Walk Sponsor.

Your organization guarantees the success of our 2018 Walks through financial backing, expertise, and generous product and services donations before, during, and after the event. We expect over 5,000 total participants this year - a willing and loyal audience for your brand.

- On-site presence and opportunity to meet our Walk attendees
- Visibility on our Chapter and national Walk websites
- Brand exposure in e-news and social media posts with reach of nearly 40,000 constituents, supporters and advocates
- Sponsors over $500 get their logo on our Walk t-shirt - an enduring value of your sponsorship

See “Sponsor Levels and Benefits” for more information.

Engage your employees by:
- Inviting us for a lunch-and-learn
- Forming a company team
- Hosting a “Put on Purple” Day
- Creating family events to boost team fundraising efforts
- Designing a t-shirt that could win prizes for your whole team
2018 SPONSOR LEVELS AND BENEFITS

Your commitment to lupus advocacy and awareness through sponsorship of the 2018 Walk to End Now™ helps the Mid-South Chapter serve its more than 85,000 constituents and advance the cause of finding cures and treatments for this cruel disease.

PRESENTING SPONSOR PACKAGE - one Walk $5,000; three Walks $10,000; all six Walks $15,000
- Partnership marketing opportunities: Your company name and logo included on all event publicity
  - Event marketing materials and mailings
  - Mid-South Chapter web site and Walk registration sites
  - Social media acknowledgements (Facebook, Instagram and Twitter)
  - Acknowledgement in press release and any media opportunities
  - Logo displayed on Walk incentive prize t-shirt
- Walk day recognition:
  - Logo on photo backdrop
  - Your marketing inserts in survivor gift bags
  - Your representative takes part in official Walk ceremony
  - Tent, table and two chairs provided (or you may bring your own)

GOLD SPONSOR PACKAGE - $2,500
- Partnership marketing opportunities (see above)
- Walk day recognition:
  - Logo on photo backdrop
  - Your marketing insert in survivor gift bag
  - Table and two chairs provided in sponsor tent

SILVER SPONSOR PACKAGE - $1,000
- Your company name and logo included on Walk incentive prize t-shirts, Mid-South Chapter web site and Walk registration sites, social media acknowledgements (Facebook, Instagram and Twitter)
- Walk day recognition: Logo on photo backdrop and verbal recognition during ceremony

BRONZE SPONSOR PACKAGE - $500
- Your company name and logo included on Walk incentive prize t-shirts, Mid-South Chapter web site and Walk registration site, social media acknowledgements (Facebook, Instagram and Twitter)
- Walk day recognition: Logo on photo backdrop and verbal recognition during ceremony

PURPLE PARTNER PACKAGE - $250
- Your company name included on Walk incentive prize t-shirts, Mid-South Chapter web site and Walk registration site, social media acknowledgements (Facebook, Instagram and Twitter)
- Walk day recognition: name on photo backdrop and verbal recognition during ceremony

We are happy to discuss other sponsorship options that best fit your organization’s needs; simply contact Becky Wynne at becky.wynne@lupusmidsouth.org or toll-free at 877.865.8787.
2018 Sponsorship Commitment Form

DONOR/COMPANY NAME:  
(as you prefer to be listed)  

CONTACT PERSON:  

ADDRESS:  

CITY/STATE/ZIP:  
ST:  ZIP:  

PHONE:  
T-SHIRT SIZE:  

EMAIL ADDRESS:  

Committee Member who  
Procured Sponsor  

SPONSORSHIP LEVEL  

☐ Presenting Sponsor (all 6 walks)  $15,000  
☐ Presenting Sponsor (pick 3 below)  $10,000  
☐ Presenting Sponsor (pick 1 below)  $5,000  
☐ Gold  $2,500  
☐ Silver  $1,000  
☐ Bronze  $500  
☐ Purple Partner  $250  
☐ Other (must be approved by Chapter)  $__________

WALK TO END LUPUS NOW® 2018 SCHEDULE  

☐ Birmingham, AL  Sun 4.08.2018  
☐ Huntsville, AL  Sat 5.05.2018  
☐ Memphis, TN  Sat 6.09.2018  
☐ Lexington, KY  Sat 8.25.2018  
☐ Nashville, TN  Sat 9.29.2018  
☐ Louisville, KY  TBD

METHOD OF PAYMENT  

☐ Check/Money Order Enclosed - Check #_____________  
☐ Visa  ☐ MasterCard  ☐ AmEx  
Card #:  CVC:  
Expiration Date:  

☐ In-Kind Donation  
Please Include Description & Value

Estimated Value:$__________________

SEND COMPLETED FORM WITH PAYMENT  

Lupus Foundation of America Mid-South Chapter  
P. O. Box 59361  
Nashville, TN 37205  
877-865-8787 or 615-298-2273  

Lupus Foundation of America Mid-South Chapter is classified by  
the Internal Revenue Code as a 501(c)(3) public charity and  
therefore may receive tax deductible bequests, devises, transfers  
or gifts under section 2055, 2106 or 2522 of the Internal Revenue  
Code. EIN #62-1204893