SPONSORSHIP PROPOSAL
2019

Be Powerful
Experience firsthand the power of the movement to end lupus! We are a national force devoted to solving the mystery of lupus, while giving caring support to those who suffer from its brutal impact.

Help Us Solve The Cruel Mystery
LUPUS
FOUNDATION OF AMERICA LONE STAR CHAPTER
Tessie Holloway President/CEO
tessie@lupuslonestar.org
Walk to End Lupus Now™

When you take part in a Lupus Foundation of America’s Walk to End Lupus Now™, you experience firsthand the power of the movement to end lupus. The Lupus Foundation of America is the only national force devoted to solving the cruel mystery of lupus, while giving caring support to those who suffer from its brutal impact.

There are several ways to become involved: forming a walk team, committing to becoming an event sponsor for one or more of our events, donate goods or services to those who will participate in an upcoming event, providing resources or volunteering.

Call the Lupus Foundation of America, Lone Star Chapter (LFA-Lone Star Chapter) headquarters at 469-374-0590 and in South Central Texas at 210-651-9480 or toll free at 866-205-2369 or by email at info@lupuslonestar.org

Event History

In 2008, the LFA, Lone Star Chapter hosted its first walk at the Historical Park in Farmers Branch with 75 teams and 684 walkers that raised $68,463. Today, all of these events combined, have brought together an amazing number of teams, thousands of walkers, and raised needed funds to solve the cruel mystery of lupus and continue to grow.

Eleven Years | Six Cities

Dallas/Fort Worth – San Antonio – Austin -Killeen – El Paso – Lubbock
Reaching: 12,850 Walkers
Raising: $221,265 in 2018

$2,166,660 Raised to Date

Our events bring people together to celebrate the lives of those that have battled lupus, remember loved ones lost, and empower individuals and communities to fight back against this chronic, disabling, debilitating and life-threatening disease.
Teams and individuals gather to have an opportunity to celebrate, remember and fight back. We celebrate lupus survivors and caregivers by inviting them to participate in our mission; dedicated to improving the quality of life for all people affected by lupus through programs of research, education, support and advocacy.

It is a harsh fact of life that lack of money often stands in the way of curing sickness and relieving suffering. Lupus is one of the cruelest, most mysterious diseases on earth, it strikes without warning, has unpredictable, sometimes fatal effects, lasts a lifetime, and has no known cause and no known cure.

**But There Is Hope!**

Thanks to people like you who bring new money to the fight, the LFA-Lone Star Chapter rallies experts and deploys resources so that society can make progress toward solving the cruel mystery of lupus and ending its devastating impact.

**Walk to End Lupus Now™**

**Sponsorship Opportunities**

- Presenting Sponsor $10,000
- Platinum Sponsor $5,000
- Gold Sponsor $2,500
- Silver Sponsor $1,000
- Bronze Sponsor $500
- Booth Sponsor $250
- In-kind Donations and Media Partners*

* Sponsorship benefits for in-kind donations will be based upon a 2-to-1 ratio compared with the standard cash sponsorship fees. For example, an in-kind donation valued at $20,000 would receive the sponsorship benefits offered to a $10,000 cash sponsor. Media partnership benefits are defined on a case-by-case basis.
Presenting Sponsor $10,000

Advertising + Marketing + PR

- Company Name featured as a Presenting Sponsor on all media correspondence pertaining to the Walk to End Lupus Now™ in designated city (Radio, TV, and Print)
- One featured, per designated city, in Support those who Support Us section in email newsletter to LFA, Lone Star
- Chapter donors, volunteers and supporters, with content provided by company, to over 23,000 subscribers
- Logo prominently featured on all email correspondence to Walk participants pre and post event dates
- Walk to End Lupus Now™ event site with Logo featured prominently with link to company website and sponsor
- Donation level displayed on the View Our Sponsors section

On-Site Event Exposure

- Social Mentions leading up to event, a total of five (5), per designated city. Social mentions will vary depending on medium: Facebook, Twitter – audience reach of approximately 5,000
- Recognition as a Presenting Sponsor on Thank You signs along walk route total of three (3) per designated city
- Recognition by emcee as a Presenting Sponsor during event
- Presentation of a recognition award to company representative on day of event
- Display/Promo booth at event (10x10) tent with table and two chairs
- Company banner displayed on start/finish area, provided by company

Collateral

- Logo featured prominently on Official Walk to End Lupus Now™ T-Shirts, produced for those who raise over $100, totaling over 1,000 printed t-shirts per city, given to walkers on day-of walk
- Five (5) Official Walk to End Lupus Now™ T-Shirts provided to sponsor per designated city
Platinum Sponsor $5,000

Advertising + Marketing + PR

- Company Name featured as a Platinum Sponsor on all media correspondence pertaining to Walk to End Lupus Now™ in designated city, (Radio, TV, and Print)
- Logo with link to company website featured in {Support those who Support Us} section in email newsletter to LFA-Lone Star Chapter donors, volunteers and supporters, with content provided by company, to over 23,000 subscribers
- Logo prominently featured on all email correspondence to walk participants pre and post event dates
- Official Walk to End Lupus Now™ event site with Logo featured with link to company website and sponsor donation level displayed on the {View our Sponsors} section
- Social Mentions leading up to event, a total of three (3), per designated city. Social mentions will vary depending on medium: Facebook, Twitter – audience reach of approximately 5,000

On-Site Event Exposure

- Recognition as a Platinum Sponsor on Thank You signs along walk route total of two (2) per designated city, on day-of event
- Recognition by emcee as a Platinum Sponsor during event
- Display/Promo booth at event (10x10) space with table and two chairs
- Company banner displayed on start/finish area, provided by company

Collateral

- Logo featured on Official Walk to End Lupus Now™ T-Shirts, produced for those who raise over $10, totaling over 1,000 printed t-shirts per city
- Three (3) Official Walk to End Lupus Now™ T-Shirts provided to sponsor per designated city
Gold Sponsor $2,500

Advertising + Marketing + PR
• CompanyName featured as a Gold Sponsor on all media correspondence pertaining to, Official Walk to End Lupus Now™ in designated city (Radio, TV, and Print)
• Logo with link to company website in Support those who Support Us section in email newsletter to LFA-Lone Star Chapter donors, volunteers and supporters, with content provided by company, to over 23,000 subscribers
• Logo with link to company website email correspondence to walk participants pre and post event dates
• Official Walk to End Lupus Now™ event site with Logo featured with link to company website and sponsor donation level displayed on the View our Sponsors section
• Social Mention leading up to event date, per designated city. Social mentions will vary depending on medium: Facebook, Twitter – audience reach of approximately 5,000

On-Site Event Exposure
• Recognition as a Gold Sponsor on Thank You sign along walk route, total of ONE (1) per designated city
• Recognition by emcee as a Gold Sponsor during event
• Display/Promo booth at event (10x10) space with table and two chairs
• Company banner displayed on start/finish area, provided by company

Collateral
• Logo will be placed on Official Walk to End Lupus Now™ T-Shirts, produced for those who raise over $100, totaling over 1,000 printed t-shirts per city
• Two (2) Official Walk to End Lupus Now™ T-Shirts provided to sponsor per designated city
Silver Sponsor $1,000

Advertising + Marketing + PR
- Company Name featured as a Silver Sponsor on all media correspondence pertaining to, Official Walk to End Lupus Now™ in designated city (Radio, TV, and Print)
- Logo with link to company website in email correspondence to walk participants pre and post event dates
- Official Walk to End Lupus Now™ event site with Logo with link to company website and sponsor donation level displayed on the {View our Sponsors} section

Collateral
- Logo will be placed on Official Walk to End Lupus Now™ T-Shirts, produced for those who raise over $100, totaling over 1,000 printed t-shirts per city
- Two (2) Official Walk to End Lupus Now™ T-Shirts provided to sponsor per designated city

On Site Event Exposure
- Display/Promo booth at event (10x10) space with table and two chairs

Bronze Sponsor $500

Advertising + Marketing + PR
- Logo with link to company website in email correspondence to walk participants pre and post event dates.
- Official Walk to End Lupus Now™ event site with Logo with link to company website and sponsor donation level displayed on the {View our Sponsors} section

Collateral
- Logo will be placed on Official Walk to End Lupus Now™ T-Shirts, produced for those who raise over $100, totaling over 1,000 printed t-shirts per city
- One (1) Official Walk to End Lupus Now™ T-Shirt provided to sponsor per designated city

On Site Event Exposure
- Display/Promo booth at event (10x10) space with table and two chairs
Booth Sponsor $250

Advertising + Marketing + PR

- Logo with link to company website in email correspondence to walk participants pre and post event dates
- Official Walk to End Lupus Now™ event site with Logo with link to company website and sponsor donation level displayed on the [View our Sponsors] section

Collateral

- Company name listed on Official Walk to End Lupus Now™ T-Shirts, produced for those who raise over $100, totaling over 1000 printed t-shirts per city

On-Site Event Exposure

- Display/Promobooth at event {10x10} space with table and two chairs

Exhibition Booth Details

LFA-Lone Star Chapter will provide:

10x10 space. Company is welcome to bring its own table and tablecloth. Booth Sponsors are encouraged to be creative in decorating their booth area and providing any giveaways that best represent the company/organization.

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Walk to End Lupus Now™

Sponsorship Proposal 2019

For More Info:
Lupus Foundation of America, Lone Star Chapter
Main Office: Dallas/Fort Worth 469-374-0590
San Antonio: 210-651-9480
Toll-Free: 866-205-2369
info@lupuslonestar.org
lupuslonestar.org
<table>
<thead>
<tr>
<th>2019 Walk to End Lupus Now Sponsor Levels</th>
<th>Presenting $10,000</th>
<th>Platinum $5,000</th>
<th>Gold $2,500</th>
<th>Silver $1,000</th>
<th>Bronze $500</th>
<th>Booth $250</th>
<th>*In-Kind</th>
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<tbody>
<tr>
<td><strong>Advertising + Marketing + PR</strong></td>
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<td>Featured on all media (Radio, TV &amp; Print)</td>
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<td>Sponsor Spotlight in 1 Newsletter Lone Star Chapter 23,000 subscribers</td>
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<td>Logo and link in Sponsor section of Newsletter</td>
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<td>Logo featured on email to walk participants pre and post events</td>
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<td>Logo featured with link on event website donation level</td>
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<td><strong>On-Site Event</strong></td>
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<td>Social media mentions pre &amp; event Twitter, FB IG</td>
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<td>3</td>
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<td>Featured Sponsor on walk route signage</td>
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<td>Recognition by Emcee during event</td>
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<td>Recognition Award to Company at Event</td>
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<td>Booth with 10 x 10 tent, table and 2 chairs in sponsor area</td>
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<td>Banner displayed at start finish line (provided by sponsor)</td>
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<td><strong>Collateral</strong></td>
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<td>Logo featured on walker T-shirt - 1,000 shirts</td>
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<td>Staff/Team shirt</td>
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*In-kind donations will be based upon a 2-to-1 ratio to sponsorship fees.*

$20,000 in-kind = $10,000 sponsor level
Sponsorship Commitment Form

I/We are interested in supporting the Walk to End Lupus Now™ as follows:
Please Select Walk Location/s - City: ________________________________

☐ Presenting Sponsor $10,000  ☐ Silver Sponsor $1,000
☐ Platinum Sponsor $ 5,000  ☐ Bronze Sponsor $ 500
☐ Gold Sponsor $ 2,500  ☐ Booth Sponsor $ 250

☐ Unable to participate, however here is my contribution $__________
☐ In-Kind Sponsor - I would like to donate the following product/service:

______________________________________________________________

METHOD OF PAYMENT

☐ Check  ☐ Credit Card  -  ☐ Visa  ☐ MasterCard  ☐ AMEX  ☐ Discover

Cardholder Name: _____________________________________________
Card Number: ________________________________________________
Expiration Date: ______________________________________________

Security Code: ________________________________________________

Address/City/St: ______________________________________________
Email: ________________________________________________________
Signature: ____________________________________________________

Please send this form with payment to:

Lupus Foundation of America, Lone Star Chapter
14675 Midway Road, Suite 201 - Addison, Texas 75001
info@lupuslonestar.org