

2023

NORTHCAROLINA



WALK TO END LUPUS NOW



SPONSORSHIP OPPORTUNITIES

Saturday, October 21, 2023
Charlotte, NC

LUPUS™

FOUNDATION OF AMERICA
NORTH CAROLINA CHAPTER

ORGANIZATIONAL SUMMARY

The mission of the Lupus Foundation of America, North Carolina Chapter (LFANC) is to improve the quality of life for all people affected by lupus through programs of research, education, support and advocacy. We are focused on achieving the following disease-specific outcomes:

- **Reduce time to diagnosis**
- **Ensure people with lupus have an arsenal of safe and effective treatments**
- **Expand direct services and increase access to treatment and care**

THE PROBLEM

Lupus is a chronic autoimmune disease in which the immune system is unbalanced, causing inflammation and tissue damage to virtually any organ in the body. It can be unpredictable and potentially fatal, yet no satisfactory treatment or cure exists.

An estimated 1.5 to 2 million Americans have lupus. There are over 55,000 people living with lupus in the state of North Carolina. Receiving the diagnosis of lupus can be a stressful or frightening moment for both the patient and the family.

OUR IMPACT AND SOLUTION

We have redefined lupus research to expand efforts beyond funding research grants. Our approach is innovative and addresses the root problems that interfere with progress and sets a course to solve them. We focus on three critical goals: identify the causes of lupus, discover better ways to control symptoms and ultimately find pathways to cure lupus. Our lupus "thrivers" are people that are living with the disease.

Our services to North Carolina "thrivers" include:

- Access to educational programs that include pertinent medical, emotional and wellness topics. Many of these educational opportunities are led by medical experts.
- Access to Lupus Foundation of America, North Carolina Chapter emergency funds. Because lupus is a complex disease, it affects people's daily lives. Many are unable work and require assistance with paying for things such as durable medical equipment, utilities, housing, medications and transportation.
- Access to medical professionals that specialize in lupus.
- Access to support groups. It is important for individuals living with the diagnosis of lupus to have peer support. These groups meet monthly across the state of North Carolina and provide participants with companionship.

YOUR IMPACT

As a sponsor of the 2023 North Carolina Walk to End to Lupus Now, you have the opportunity to make a direct impact in the state of North Carolina. The funds raised at this event go directly to supporting "thrivers" throughout the state. As a nonprofit organization, we rely on the generosity of the community to be able to continue vital programming and support for lupus "thrivers".

Lupus widely affects communities of color, specifically African American women. African American women are two to three times more likely to be diagnosed with lupus. Many women affected by lupus live in underserved communities in North Carolina. Your support will assist with providing health equity and access to medical education and professionals for people in this community.

Your support can improve the quality of life for people with lupus through research, education and advocacy. Help us continue to lead the way and have the greatest impact on people's lives in the shortest amount of time.

Your sponsorship will allow us to:

- Increase the number of educational programs featuring health care professionals for people living with lupus in North Carolina
- Provide increased infrastructure and support for lupus peer support groups
- Provide emergency financial assistance to families affected by lupus



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EVENT DETAILS

DATE: Saturday, October 21, 2023

LOCATION:

Central Piedmont Community College
1201 Elizabeth Avenue
Charlotte, NC 28204

EXPECTED ATTENDANCE: 500 +

AUDIENCE:

- **Lupus community (those living with or affected by the disease)**
- **Corporations and organizations invested in the well-being of the lupus community**



LUPUSTM
FOUNDATION OF AMERICA
NORTH CAROLINA CHAPTER

PRESENTING SPONSOR

INVESTMENT-\$10,000

- Company name included under LFANC event logo on all marketing materials
- Opportunity for company welcome at event
- Company Name and Logo on the official WTELN t-shirt
- Company name and logo included on, all event marketing materials.
- Company name and logo on LFANC website, WTELN and sponsorship pages with links to company website
- Company spotlight in LFANC E-newsletter (approx. 30,000) and WTELN E-newsletter
- Company spotlight in LFANC E-newsletter (approx. 30,000) and WTELN E-newsletter
- Company name included in all media releases and 10 social media mentions
- Public mention in event welcome
- Opportunity to attend Walk Packet Pickup Party and put items in WTELN gift bag
- Opportunity to host exhibit table
- Opportunity to disperse educational resources to attendees



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~~PLATINUM SPONSOR~~

~~INVESTMENT-\$8,000 (1 OPPORTUNITY)~~

- Company name and logo on the official WTELN t-shirt
- Company name logo on all event marketing materials and in WTELN video
- Company name and logo on LFANC website, WTELN and Sponsorship Pages with links to company website
- Company name and logo included in all media releases and 10 social media mentions
- Public mention in event welcome
- Opportunity to put items in WTELN gift bag
- Opportunity to host exhibit table



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GOLD SPONSOR

INVESTMENT-\$4,000

- Company logo on the official WTELN t-shirt
- Company logo on all event marketing materials and in WTELN video
- Company logo on LFANC website, WTELN and Sponsorship Pages with links to company website
- Company spotlight in WTELN E-newsletter
- Company logo included in all media releases and 8 social media mentions
- Public mention in welcome
- Opportunity to put items in WTELN gift bag



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SILVER SPONSOR

INVESTMENT-\$2,000 (OPPORTUNITIES)

- Company logo on the official WTELN t-shirt
- Company logo on all event marketing materials and in WTELN video
- Company logo on WTELN and Sponsorship Pages with links to company website
- Company logo on WTELN E-newsletter
- Company logo included in all media releases and 6 social media mentions
- Public mention in welcome
- Opportunity to put items in WTELN gift bag

BRONZE SPONSOR

INVESTMENT-\$1,000

- Company name on the official WTELN t-shirt
- Company name on all event marketing materials and in WTELN video
- Company name on WTELN and Sponsorship Pages with links to company website
- Company name on WTELN E-newsletter
- Company name included in all media releases and 4 social media mentions
- Public mention in welcome
- Opportunity to put items in WTELN gift bag

CORPORATE SUPPORTER

INVESTMENT-\$500

- Company name on the official WTELN t-shirt
- Opportunity to include an item in gift bag for participants - gift bag given to VIP Walkers
- Opportunity to include items in WTELN gift bag

EXHIBITOR

INVESTMENT-\$250

- Exhibit space at the event
- Opportunity to network with over 500 attendees and their families
- Opportunity to expand your company's brand



CONTACT US

We really appreciate your commitment to support lupus "thrivers" in North Carolina. Please feel free to contact us if you have any questions or to secure your sponsorship. Please consider helping us solve this cruel mystery.

Lakisha McNair

Executive Director

Lupus Foundation of America, North Carolina Chapter

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Help Us Solve
The Cruel Mystery

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