

LUPUS FOUNDATION OF AMERICA

**WALK  
TO END  
LUPUS  
NOW<sup>®</sup>**

**BE  
POWERFUL**

**Spring & Fall 2018**

**Connecticut Sponsorship Opportunities**

[LUPUS.ORG/NORTHEAST](http://LUPUS.ORG/NORTHEAST)

# Walk to End Lupus Now® Connecticut

The *Walk to End Lupus Now® Connecticut (WTELNCT)* is a series of family-friendly awareness and fundraising events to benefit the **Lupus Foundation of America**. In 2018, the *WTELNCT* will be held in *Hartford* on **June 10** and *Norwalk* on **October 14**.

The *WTELNCT* brings together lupus activists, the community, medical professionals, and corporate partners to fulfill **our vision** of a life free of lupus. We recognize those living with lupus, honor those we've lost, and fund a future cure. In 2017, the *WTELNCT Norwalk* raised nearly \$80,000 and attracted over 700 participants.



Funds raised at the *Walk to End Lupus Now® Connecticut* directly fund education, support, advocacy and research programs that empower those living with lupus and accelerate new lupus treatments. Participation is free. Walkers who raise \$100 or more earn the official WTELN t-shirt and other fun prizes as they continue to support our mission.

There's strength in numbers. Team participation is encouraged. In 2017, **73 teams** - corporate teams, family & friends, and community organizations - raised **71%** of total funds. The Lupus Foundation of America staff provide resources and support to make your fundraising efforts a success.



Walkers honor those they love and those they lost.



Team captains get into the spirit with meaningful team names and fun team t-shirts.



Volunteers from across the region give their time and talents to make the WTELN a success.



Walkers return year after year, with family, friends, neighbors, and co-workers.



WTELN is a family-friendly event with walkers and supporters of all ages.



The WTELN energy is electric, with a DJ, kids' activities, sponsor tents, route cheerleaders, giveaways and more!

# Walk to End Lupus Now® Connecticut

## Customizable Sponsorship Opportunities

The following packages offer promotional benefits that maximize corporate visibility before and during the *Walk to End Lupus Now® Connecticut* in *Hartford* and *Norwalk*. Benefits may be customized to best meet your specific marketing and philanthropic goals. Companies may choose to support **one or both WTELNCT sites**.

Benefit	Legendary		Luminary		Trailblazer		Groundbreaker	
	One Site \$15,000	Two Sites \$25,000	One Site \$10,000	Two Sites \$18,000	One Site \$5,000	Two Sites \$9,000	One Site \$2,500	Two Sites \$4,500
Logo placement on event t-shirts for participants	●		●		●			
Logo placement on walk day banner and signs	●		●		●			
Web recognition on the Walk to End Lupus Now® Connecticut website	Logo & Live Link		Logo & Live Link		Logo		Listing	
Company listing in event press releases/media advisories and print advertisements	●		●					
Company recognition on walk E-news stationary to participants/supporters	●		●					
Sponsor profile in a Walk to End Lupus Now® e-communication	●							
Recognition on the LFA Northeast Region Social Media	3 X		2 X		1 X			
Recognition during opening ceremony & stage program	●		●		●		●	
Participation by company representative in the Ribbon Cutting Ceremony	●							
Sponsor Exhibition Booth ( <i>company staffed – distribution materials must be approved by LFA</i> )	●		●		●		●	
Recognition at post-walk awards & appreciation events	●		●		●		●	
Complimentary tickets to WTELN kickoff and thank you events	12		8		4		2	
Usage of LFA logo ( <i>prior review and approval by LFA</i> )	●							

# Walk to End Lupus Now® Connecticut

## Targeted Sponsorship Opportunities

### **Teamwork Sponsor - One Site \$6,500/Two Sites \$10,000 - limited to 1 sponsor per walk location**

Help us recognize our team captains' efforts.

- Company provided banner placed in VIP Team Area where we recognize the highest fundraising teams
- Opportunity to provide promotional item or literature for VIP team captains
- Logo placement and link in Team Captain email updates
- Logo placement in the Team Captain Handbook
- Website and social media recognition as the official Teamwork Sponsor
- Inclusion in press releases and event schedule as the official Teamwork Sponsor
- 2 tickets for the post-walk thank you party

### **Route Sponsor - One Site \$2,500/Two Sites \$4,000 - limited to 2 sponsors per walk location**

Promote your company on the walk route and engage our active walkers.

- Company recognition along the walk route on 10 individual branded signs
- Your company logo will be displayed on a "lupus fact" sign along the 3-mile route
- Your support will educate the community while provided fantastic brand promotion
- Recognition on the walk website as the official Route Sponsor
- Recognition in the final walk communications and during the walk-day program as the official Route Sponsor

### **Kid's Zone Sponsor - One Site \$2,500/Two Sites \$4,000 - limited to 2 sponsors per walk location**

Host our youngest walkers in this fun-filled tent.

- Company provided banner on the Kid's Zone Tent
- Opportunity for company volunteers or company-branded shirts for LFA volunteers in the Kid's Zone
- Opportunity to provide games, activities, and promotional materials in the Kid's Zone
- Website and social media recognition as the official Kid's Zone Sponsor
- Inclusion in press releases and event schedule as the official Kid's Zone Sponsor
- 2 tickets for the post-walk thank you party

### **Finish Line Sponsor - One Site \$2,500/Two Sites \$4,000 - limited to 3 sponsors per walk location**

Welcome our participants back from their 3 mile walk and keep their energy up!

- Provide snacks to our triumphant participants and congratulate them as they cross the finish line!
- Company provided banner on the Finish Line Tent
- Opportunity for company volunteers or company-branded shirts for LFA volunteers in the Finish Line Tent
- Opportunity to provide promotional materials, along with other sponsors, at the Finish Line
- Social media recognition as the official Finish Line Tent

### **Healthcare Partner Sponsor - One Site \$1,500/Two Sites \$2,500**

A special opportunity for health care providers and hospitals to reach those living with lupus.

- Table with two chairs in tented area
- Opportunity to provide promotional materials in the Mission Area
- Social media recognition as a Healthcare Partner Sponsor

## In-Kind & Media Sponsorship Opportunities

The **Walk to End Lupus Now®** is a large event with many logistical needs. Sponsorship benefits may be provided in return for donated goods and services that are essential to the success of the event. These opportunities include food, beverages, audio/visual services, media, entertainment, transportation, and table & tent rentals. Sponsorship benefits will be assessed at the fair market value of goods and services provided.

**Activate your sponsorship today. Contact Antonella Leone-Giamei, Fundraising & Development Manager, at [leone-giamei@lupus.org](mailto:leone-giamei@lupus.org) or 203-399-7305.**