

2017

# Autoimmune Walk Sponsor Packet



**American  
Autoimmune**  
Related Diseases Association, Inc.

3RD LOS ANGELES AUTOIMMUNE WALK  
CULVER CITY PARK, CULVER CITY, CA  
SATURDAY, NOVEMBER 18

## LOS ANGELES AUTOIMMUNE WALK OVERVIEW

The American Autoimmune Related Diseases Association (AARDA) will host the 3rd Los Angeles Autoimmune Walk on Saturday, November 18, 2017. This Walk is our opportunity to bring together autoimmune patients, family members, advocates and friends from throughout the Los Angeles area for a day of learning, networking and camaraderie as we raise awareness and funding for patient education, support services and autoimmune research. Why? Because:

- **50 million Americans, about 1 in 5**, suffer from one or more autoimmune diseases.
- Autoimmunity is a **major Women's Health issue**; 75 percent of those affected are women.
- Autoimmunity is the underlying cause of more than **100 serious, chronic disorders**, including Lupus, Type 1 Diabetes, Rheumatoid Arthritis, Multiple Sclerosis, Crohn's Disease, Hashimoto's, and Celiac.



- Autoimmune diseases **cluster in families**, affecting multiple family members and generations.
- The Walk gives autoimmune patients the opportunity to engage with and **offer support** to one another.
- AARDA is the founder and

facilitator of the **National Coalition of Autoimmune Patient Groups (NCAPG)**, a coalition of 35 single-disease groups across the country.

- Autoimmune diseases represent **the fourth-largest cause of disability** among women in the U.S., and are among the top 10 leading causes of death among U.S. women 65 and younger.
- The **Autoimmune Research Network (ARNet)**, created by AARDA, empowers patients by facilitating their participation in autoimmune research. This registry, which collects patient information, will be of great help to researchers and clinical trials.
- **AARDA has spent the last 25 years** dedicated to the eradication of autoimmune diseases and the alleviation of suffering and the socio-economic impact of autoimmunity. It is the only national nonprofit organization bringing a national focus to autoimmunity as a category of disease and a major women's health issue.

## LOGISTICS

### WALK AMBASSADOR

Actress Haley Ramm

### DATE

Saturday, Nov. 18, 2017

### TIME & LOCATION

10 a.m. -- 2 p.m.

Culver City Park  
9800 Jefferson Blvd.  
Culver City, CA

### ACTIVITIES

1-to-2-Mile Walk  
•  
Guest Speakers  
•  
Live Bands  
•  
Celebrity Tug-of-War  
•  
Silent Auction  
•  
Food Trucks

### CONTACT

Jaelin Palmer  
LA Walk Coordinator  
(855) 239-2557  
[walk@arda.org](mailto:walk@arda.org)

## SPONSOR LEVELS & BENEFITS

### Hero: \$10,000

- Recognition during opening ceremonies of the Los Angeles Walk
- Logo included in event print media ads
- Logo on Los Angeles Walk web site ([www.AutoimmuneWalk.org](http://www.AutoimmuneWalk.org)) with link to sponsor's site
- Logo on Los Angeles Walk T-shirts (commitment deadline)
- Ongoing thank-you posts on [facebook.com/AutoimmuneWalk](https://www.facebook.com/AutoimmuneWalk) and @AARDATweets
- Complimentary booth and team registration

### Champion: \$5,000

- Listing on Los Angeles Walk web site
- Thank you post on [facebook.com/AutoimmuneWalk](https://www.facebook.com/AutoimmuneWalk) and @AARDATweets
- Listing on Los Angeles Walk signage
- Complimentary booth & team registration

### Star: \$2,500

- Listing on Los Angeles Walk web site
- Listing on Los Angeles Walk signage
- Complimentary team registration
- Space in our free "marketplace" of resources and information.

### Friend: \$1,000

- Listing on Los Angeles Walk web site
- Space in our free "marketplace" of resources and information.

### Mile Sponsor: \$500

- Sponsor Name/Logo on signage along the route

### In-Kind: TBD

- Donate cases of water, fresh fruit, snacks, bakery items, (regular and/or gluten-free), etc., or silent auction items, and we will display your signage, flyers, coupons, etc. at our central Water or Refreshment Station(s) or silent auction area respectively.

### Media: TBD

- Donate ad space and we will recognize your gift appropriately based on the gift value.



Walk Ambassador Haley Ramm (l)



## SPONSORSHIP & IN-KIND DONOR COMMITMENT FORM

**YES! We are proud to sponsor the LOS ANGELES WALK at the following level:**

- Hero (\$10,000)       Champion (\$5,000)       Star (\$2,500)  
 Friend (\$1,000)       Mile Sponsor (\$500)       In-Kind (TBD)       Media (TBD)

**We would like to make the following IN-KIND donation:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ Value: \$ \_\_\_\_\_

Sponsor/Donor Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

**We do not wish to sponsor, but make the following donation: \$** \_\_\_\_\_

Please charge to:     Visa     MasterCard     American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature: \_\_\_\_\_

Please email this form to [walk@aarda.org](mailto:walk@aarda.org), or return with check made payable to AARDA to:

AARDA  
Attn: National Walk Coordinator  
22100 Gratiot Avenue  
Eastpointe, MI 48021

Questions? Please contact the Walk Coordinator at [walk@aarda.org](mailto:walk@aarda.org) or call (855) 239-2557.

**AARDA is a 501 c 3 nonprofit organization: 38-3027574**

