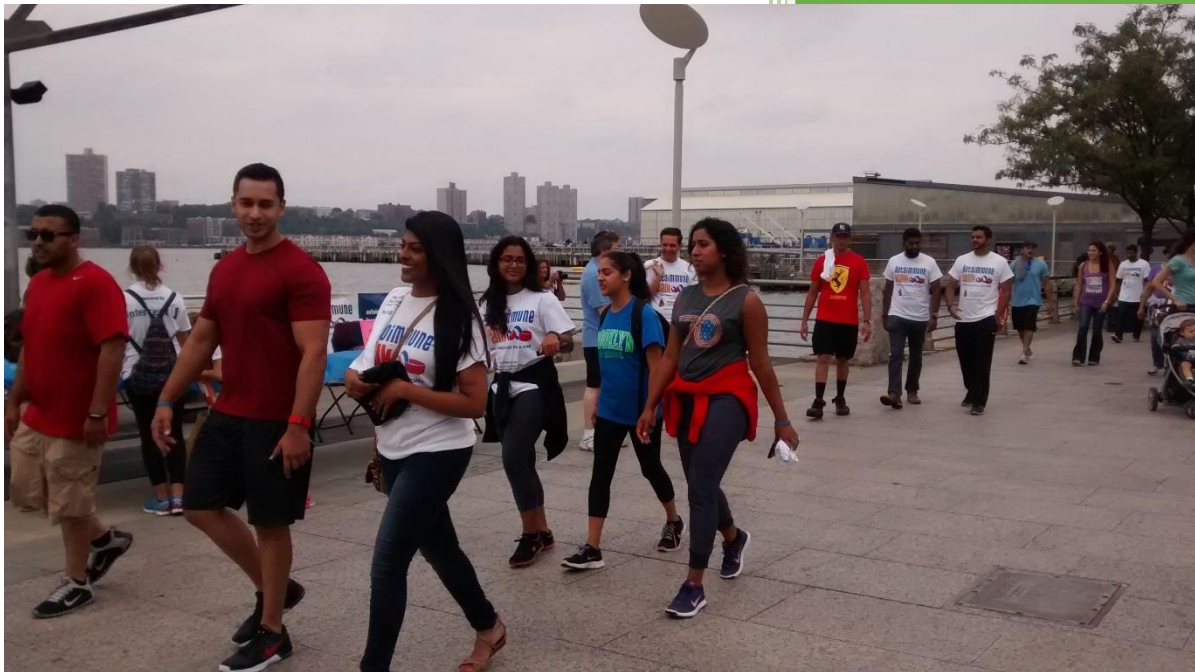


2017

Autoimmune Walk Sponsor Packet



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

NEW YORK, NEW YORK
HUDSON RIVER PARK'S CLINTON COVE
SUNDAY, SEPTEMBER 10

NEW YORK AUTOIMMUNE WALK OVERVIEW

The American Autoimmune Related Diseases Association (AARDA) will host the New York Autoimmune Walk (formerly Tri-State) on Sunday, September 10, 2017. This Walk is our opportunity to bring together autoimmune patients, family members, advocates and friends from throughout the New York 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

DATE

Sunday, Sept. 10, 2017

TIME & LOCATION

1 p.m. – 5 p.m.

Hudson River Park's
Clinton Cove
Pier 95 at West 55th Street

ACTIVITIES

1-to-3-Mile Walk

•

Guest Speaker
Nike Beamon

Author of "Misdiagnosed"

•

Personal Stories

•

Free "Marketplace" of
Information and Resources

•

Silent Auction

•

Pop Duo

Danielle & Jennifer,
Performing Live!

CONTACT

(855) 239-2557

walk@aarda.org

AutoimmuneWalk.org

SPONSOR LEVELS & BENEFITS

Hero: \$5,000

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

Champion: \$2,500

- Listing on New York Walk web site
- Thank you post on facebook.com/AutoimmuneWalk and @AARDATweets
- Listing on New York Walk signage
- Complimentary booth & team registration



Star: \$1,000

- Listing on New York Walk web site
- Listing on New York Walk signage
- Complimentary team registration
- Space in our free “marketplace” of resources and information.

Friend: \$500

- Listing on New York Walk web site
- Space in our free “marketplace” of resources and information.

Mile Sponsor: \$250

- 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.

SPONSORSHIP & IN-KIND DONOR COMMITMENT FORM

YES! We are proud to sponsor the NEW YORK WALK at the following level:

- Hero (\$5,000) Champion (\$2,500) Star (\$1,000)
 Friend (\$500) Mile Sponsor (\$250) 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, 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 or call (855) 239-2557.

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

