

# 2017

## Metro Detroit Autoimmune Walk



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

LAKE ST. CLAIR METROPARK  
& ACTIVITIES CENTER

SATURDAY, SEPTEMBER 30, 2017

## EVENT INFORMATION

### Location

Lake St. Clair Metropark & Activities Center  
31300 Metro Parkway, Harrison Twp., MI 48045

### Date & Time

Saturday, September 30, 2017, 10 a.m. to 3 p.m.



### Overview

The Metro Detroit Autoimmune Walk is designed to raise awareness about autoimmune disease and funding for autoimmune research, and to bring together autoimmune patients, families and friends for a day of learning, camaraderie, networking, personal stories, entertainment and fun.

AARDA is the only national nonprofit organization bringing a national focus to autoimmunity as a category of disease and a major women's health issue. You may be aware of autoimmune diseases like Lupus, Type 1 Diabetes, Scleroderma, Multiple Sclerosis, Rheumatoid Arthritis, and Celiac. But there are more than 100 autoimmune diseases with names you may not recognize that are affecting 50 million Americans - 75 percent of whom are women.

AARDA hosts Autoimmune Walks across the country each year - from Los Angeles to Detroit and beyond - that bring autoimmune patients, supporters, advocates and volunteers together for a shared cause. Participants walk to honor and support family members, friends and colleagues who suffer from one or more autoimmune diseases, and to give hope to the 50 million. In addition to the Walk - *a non-competitive journey of two miles along the Point Walkway* - the day includes **speakers, information and resource booths, support group sign-up, giveaways and family-friendly entertainment.**



This year's Metro Detroit Walk will be marketed through media sponsors and AARDA's social media channels ([www.facebook.com/Autoimmunity](http://www.facebook.com/Autoimmunity), Newswise, @AARDATweets, [www.facebook.com/AutoimmuneWalk](http://www.facebook.com/AutoimmuneWalk)); on the AARDA and Walk web pages; and through print ads (Macomb Now magazine, Grosse Pointe Magazine; Hour Detroit, etc.) and radio spots. It is expected to draw 200 or more Walkers this year.

2016 Sponsors included: Absopure; Better Made Snack Foods; Kroger; Pinwheel Bakery

## WHY WE WALK

### Kaitlin's Story

Kaitlin Herzog was team captain of the Prednisone Pals team, which participated in the 2016 Metro Detroit Walk. Her story illustrates what many autoimmune patients go through...



“I have been fighting a daily battle with autoimmune disease for at least seven years, but there were indications that it was happening before that as well. I was diagnosed with Mixed Connective Tissue Disease, which is an overlap of several autoimmune conditions. This basically means my body gets confused and attacks itself, causing a variety of problems.

Before being properly treated, I went through the scariest and most painful months of my life. Leading up to these months, I had been getting mysterious rashes on my eyes and my joints and muscles were hurting all the time. Suddenly things became significantly worse. My joints locked out if I wasn't constantly moving them. I needed help getting ready for work in the morning. I had to use aids to help my knees

that wouldn't bend. I would take Epsom salt baths, but couldn't get back up without help. I was in pain 24/7. At home, I always had heating pads all over my body. At work, I wrapped myself in thermacare patches. I was shuffled between doctors who put me on pain medication and sleeping pills. I was afraid I would never get better.

Once I began proper treatment, I was able to begin functioning again. I require the use of several medications to maintain a normal level of functioning. Unfortunately, I rely heavily on prednisone, a steroid which can be very harmful long term.

***My journey with autoimmune disease is a lifelong battle. One that is invisible to many people.*** I want to make a difference. I am so excited to be supporting American Autoimmune Related Diseases Association through the Autoimmune Walk. It is something I have been wanting to do for a long time to both raise money and awareness. Please consider donating to help me reach my goal. Donations fund critical research for finding the underlying immune issues that link all autoimmune diseases. In doing so, we can help end lifelong suffering.

***When we link together, we are stronger! When we link together, a cure is closer!”***

[www.AutoimmuneWalk.org](http://www.AutoimmuneWalk.org) • [www.facebook.com/AutoimmuneWalk](https://www.facebook.com/AutoimmuneWalk)

## SPONSOR LEVELS & BENEFITS

### Underwriter: \$10,000

All Hero level benefits and additional benefits tailored to sponsor

### Hero: \$5,000

- Recognition during opening ceremonies of Metro Detroit Walk
- Logo included in event print media ads
- Logo on Metro Detroit Walk web site ([www.AutoimmuneWalk.org](http://www.AutoimmuneWalk.org)) with link to sponsor's site
- Multiple posts on [facebook.com/AutoimmuneWalk](https://facebook.com/AutoimmuneWalk) and @AARDATweets
- Logo on Walk T-shirts OR on prominent Walk signage (*due August 30*)
- Complimentary booth and team registration
- Recognition in post-event newsletter and annual report

### Champion: \$2,500

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

### Star: \$1,000

- Listing on Metro Detroit Walk web site
- Listing on Metro Detroit Walk signage
- Complimentary Team Registration

### Friend: \$500

- Listing on Metro Detroit Walk web site

### In-Kind: TBD

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

### Media: TBD

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



**SPONSORSHIP & IN-KIND DONOR COMMITMENT FORM**

*We are proud to sponsor the METRO DETROIT WALK at the following level:*

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Hero (\$5,000) | <input type="checkbox"/> Underwriter (\$10,000) | <input type="checkbox"/> Star (\$1,000) |
| <input type="checkbox"/> Friend (\$500) | <input type="checkbox"/> Champion (\$2,500)     | <input type="checkbox"/> In-Kind (TBD)  |
|   |   | <input type="checkbox"/> 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

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**

