

# 2018

## Metro Detroit Autoimmune Walk



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

MILLIKEN STATE PARK & HARBOR  
1900 ATWATER STREET, DETROIT  
SUNDAY, AUGUST 26, 2018

## EVENT INFORMATION

### Location

Milliken State Park & Harbor | River Heritage Shelter  
1900 Atwater Street, Detroit

### Date & Time

Sunday, August 26, 2018 | Noon to 4 p.m.



### Overview

The American Autoimmune Related Diseases Association's Metro Detroit Autoimmune Walk brings together autoimmune patients, family members, advocates and friends from throughout the Detroit metro area for a day of learning, networking and camaraderie as we raise awareness and funding for patient education, support services and research. The day includes speakers, a "marketplace" of information and resources, personal stories, and a beautiful Walk around Milliken State Park on the RiverWalk. We expect 200 or more Walkers to join us. Why sponsor this event? 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 diseases that have no cures**, 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 offers 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 39 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.
- AARDA's **Autoimmune Research Network (ARNet)** facilitates patient participation in autoimmune research for a cure.
- **AARDA has spent the last 26 years** dedicated to the eradication of autoimmune diseases, to raising awareness and to providing patient education and support services.



*Past Sponsors: Absopure; Better Made Snack Foods; Kroger; Pinwheel Bakery; Wrigley's Pharmacy*

## SPONSOR LEVELS & BENEFITS

### Superhero: \$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 promotional materials
- Multiple posts on [facebook.com/AutoimmuneWalk](https://www.facebook.com/AutoimmuneWalk) and [twitter.com/AutoimmuneWalk](https://twitter.com/AutoimmuneWalk)
- Logo on Walk T-shirts (*due July 25, 2018*) and event signage
- Complimentary booth and team registration

### Champion: \$2,500

- Listing on Metro Detroit Walk web site
- Thank you post on Facebook and Twitter
- 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

### Community Partner: \$500

- Listing on Metro Detroit Walk web site
- Listing on Metro Detroit Walk signage

### Vendor: \$200

- 10 X 10 booth with 6-foot table and 2 chairs

### 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 or coupons at our Water/Refreshment Station(s) or auction tables.

### Media: TBD

- Donate ad space and we will recognize your gift 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"/> Superhero (\$10,000) | <input type="checkbox"/> Hero (\$5,000)            | <input type="checkbox"/> Champion (\$2,500) |
| <input type="checkbox"/> Star (\$1,000)       | <input type="checkbox"/> Community Partner (\$500) |   |
| <input type="checkbox"/> Vendor (\$200)       | <input type="checkbox"/> Media (TBD)               | <input type="checkbox"/> In-Kind            |

**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 contribution: \$ \_\_\_\_\_**

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 Ave.  
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**

