

2018

Metro Detroit Autoimmune Walk



SPONSOR PACKET



**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, 1900 Atwater St., Detroit
River Heritage & Harborlight Shelters

Date & Time

Sunday, August 26, 2018 | 1-to-5 p.m.

Overview

The American Autoimmune Related Diseases Association's Metro Detroit Autoimmune Walk brings together 200 or more autoimmune patients, family members, advocates and friends from the Detroit metro area and beyond for a day of learning, networking and camaraderie as we raise much needed awareness and funding for patient education, support services and research. The day includes speakers, information and resources, personal stories, giveaways, entertainment and a Walk around beautiful Milliken State Park on the RiverWalk. 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
- 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

Kid Zone: \$1,000

- Listing on Metro Detroit Walk web site with link to sponsor's site
- Prominent signage throughout Kid Zone, which will feature children's activities, games and prizes

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"/> Kid Zone (\$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, 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 or call (855) 239-2557.

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

