



SUPPORT & SPONSORSHIP
OPPORTUNITIES



CONTENTS

ONE

A LETTER FROM THE
EXECUTIVE DIRECTOR

TWO

EVENTS & INITIATIVES

THREE

ENGAGEMENT & IMPACT

FOUR

ABOUT LUPUS

FIVE

HOPE FOR TOMORROW





FROM THE EXECUTIVE DIRECTOR

Grand Rapids Awareness Walk



At the core of the Michigan Lupus Foundation lies an unwavering dedication to championing the lives of those battling lupus. The foundation exists to improve the quality of life for those living with lupus through support, education and research with the goal of finding a cure.

Since our inception in 1974, we've stood by lupus patients, caregivers, and healthcare providers, offering a lifeline of support and resources. Did you know nearly two-thirds of Americans are still unaware of what lupus is? It's our mission to change that narrative. Through relentless advocacy, educational initiatives and community outreach, we're shedding light on this often misunderstood illness, one person at a time.

Your generosity fuels our mission. Whether it's through individual donations, corporate partnerships, or volunteering efforts, each contribution paves the way for tangible change.

From funding awareness walks to providing emergency grants, to educating the masses and spearheading groundbreaking research, every dollar makes a difference.

I personally have been diagnosed with systemic lupus erythematosus for almost 20 years and understand what it means to live with a debilitating chronic illness. Together, let's stand in solidarity with the other 14,000 brave warriors across the state of Michigan who confront lupus challenges head-on every single day. Let's amplify their voices, honor their resilience, and pave the path towards a future with a cure.

Thank you for being a vital part of our journey towards a lupus-free world.

With gratitude,



Kimberly Diamond

Executive Director
Michigan Lupus Foundation



EVENTS & INITIATIVES



STEP UP FOR LUPUS & JOIN THE MOVEMENT



LUPUS AWARENESS WALKS



Get ready to lace up your sneakers and make a meaningful stride towards a lupus-free future with the MI Lupus Foundation's dynamic series of awareness walks!

Each year, our vibrant community comes together for several empowering walks, rallying behind the cause to raise vital funds for lupus research and support. It's more than just a walk; it's a powerful symbol of empowerment, a touching tribute to loved ones lost, and a beacon of hope for those still battling.

As a sponsor, seize the opportunity to connect directly with participants! Share your message, showcase your brand at our event booths, and leave a lasting impression. Your logo features on our website and marketing materials will ensure your support resonates far beyond the event itself.

Participants hold the power to drive change, channeling their passion into action by creating personalized fundraising pages, rallying friends and family to join your team, and spreading awareness far and wide. Together, we can turn every step into a powerful statement against this relentless disease.

Join us as we march forward, united in our mission to shine a light on lupus and pave the way towards a brighter, healthier tomorrow. Together, we can make a difference—one step at a time.

UNLOCKING KNOWLEDGE, INSPIRING HOPE



LUPUS SYMPOSIUMS



LADA Detroit Symposium



American College of Rheumatology Conference

Each year, we curate a captivating lineup of expert speakers, patient panels, and interactive sessions, all designed to empower and educate. From dynamic discussions led by rheumatologists and physicians to insightful presentations by dietitians and specialists, our symposiums cater to patients, families, medical professionals, and eager students alike.

Our symposiums have reached across the state of Michigan and beyond, including Detroit, Grand Rapids, Toledo, Lansing and Traverse City, and we successfully hosted a virtual symposium during the pandemic, ensuring access to knowledge knows no bounds. We plan to host additional symposiums in new locations as we continue to spread awareness and foster connections across the state.

The foundation is on a mission to bring the symposium experience to even more communities. We plan to host additional symposiums in new locations including Lansing, Midland and Ann Arbor as we continue to spread awareness and foster connections across the state.

None of this would be possible without the unwavering support of our donors, sponsors, and partners. Your contributions fuel our mission, enriching lives and shaping futures with every symposium we host.

Join us as we embark on a quest for knowledge, unity, and hope. Together, let's turn the page to a brighter chapter in the fight against lupus.

LIFTING SPIRITS, EASING BURDENS



THE LUPUS LOVE PROJECT EMERGENCY GRANT FUNDING

At the Michigan Lupus Foundation, compassion knows no bounds. We understand the profound impact lupus can have on every aspect of life, which is why we're proud to offer a beacon of hope through initiatives like the Lupus Love Project.

When financial hardships threaten to overshadow the journey of those battling lupus, the Lupus Love Project stands ready to offer relief. With the average annual out-of-pocket costs of managing lupus exceeding \$30,000 per person, we recognize the urgent need for support.

Through this vital program, we provide grants of up to \$400 per year to alleviate the immediate financial burdens faced by lupus patients. Whether it's covering overdue medical bills, preventing eviction, or ensuring access to life-saving medications, every dollar goes towards easing the strain and restoring hope.

From aiding in eviction cases to covering pediatric SLE medical bills, the Lupus Love Project extends a helping hand where it's needed most. With recent assistance including everything from monthly rent to transportation expenses, we're committed to making a tangible difference in the lives of those we serve. Emergency grants are contingent upon ability to show financial need and the availability of funds.

The impact of the Lupus Love Project relies on the generosity of our community. As our program budget faces consistent strain and waitlists of applicants grow, every donation becomes a lifeline for those in crisis.

Together, let's turn compassion into action, one grant at a time. Join us in spreading love, hope, and relief to those bravely battling lupus.



IGNITING HOPE, DRIVING DISCOVERY



PIONEERING LUPUS RESEARCH WITH PURPOSE

The Michigan Lupus Foundation is dedicated to unlocking the mysteries of lupus. We're not just observers; we're active participants in the quest for breakthroughs at both local and national levels.

One of our proudest achievements lies in our collaboration with the Lupus Research Alliance (LRA), a beacon of innovation in the field of lupus research. Together, we're blazing trails, exploring new frontiers, and pioneering novel approaches to treatment and, ultimately, a cure.

When you support the Michigan Lupus Foundation, you're investing in tangible progress. Every donation made in support of research fuels groundbreaking initiatives, propelling us closer to our shared goal of conquering lupus once and for all. One hundred percent of donations made to the foundation in support of research will fund local and national efforts to find a cure.

Whether its funding local studies or contributing to nationwide endeavors, our commitment to driving change spans far and wide. When it comes to defeating lupus, every breakthrough, big or small, brings us one step closer to victory.

Join us in our mission to transform hope into reality, one research endeavor at a time. Let's rewrite the narrative of lupus, turning the page towards a future free from its grip.



American College of Rheumatology Conference






Let's Bowl Out Lupus




SPONSORSHIP TIERS





\$5,000 EXCLUSIVE TITLE SPONSOR

-  Prime acknowledgment, including your logo or company name showcased prominently on MI Lupus Foundation event websites and other relevant marketing materials, space permitting.
-  Exclusive booth space positioned strategically near the registration table, complete with a tent, for distributing materials and engaging with guests.
-  Special opportunity to deliver remarks and address attendees during event speeches, amplifying your message and connecting directly with our audience.


\$2,500 CO-SPONSOR

-  Inclusion of your company logo alongside other co-sponsors on MI Lupus Foundation event websites and various marketing materials, where space allows.
-  Reserved booth space complete with a tent positioned conveniently near the registration table, facilitating material distribution and guest interaction.
-  Opportunity to speak during event speeches, allowing direct engagement with attendees and the chance to amplify your message.

\$1,000 SPONSOR

-  Inclusion of your company logo alongside other co-sponsors on MI Lupus Foundation event websites and various marketing materials, where space allows.
-  Reserved booth space complete with a tent positioned conveniently near the registration table, facilitating material distribution and guest interaction.

ANNUAL CORPORATE PARTNER: \$10,000+

-  Sponsors who generously contribute \$10,000 and above will enjoy prominent, year-round recognition on the Michigan Lupus Foundation website.



ENGAGEMENT & IMPACT





FROM CLICKS TO COMMUNITY



7,300

followers on Facebook



1,900

followers on Instagram



17,000

website page views since January 2023



57%

came directly to our site

15%

found us through search



25%

of visitors came from
social media

MI LUPUS FOUNDATION



IN ACTION



Lapeer Awareness Walk



Grand Rapids Awareness Walk



Lapeer Awareness Walk



Michiganders battle lupus



We provided emergency financial aid to

25

lupus warriors in 2023



We held more than

20

virtual support groups in 2023



We spoke at over

30

local, community and statewide events in 2023

Last year, we raised more than

\$100,000

in support of our mission to help improve the quality of life for those living with lupus.





LIVING WITH LUPUS





WHAT IS LUPUS?



Lapeer Walk: Moe's Warriors

Lupus is a chronic autoimmune disease that causes the body to attack its own healthy tissues and organs. It can affect any part of the body causing widespread pain and inflammation. Common symptoms include crippling fatigue, fever and joint pain. Lupus affects each patient differently and may go into periods of flares and remissions. Symptoms may be controlled with certain medication and treatment, but there is no cure for lupus.



90% of those affected by lupus are women

80%

of new cases develop between ages 15-44



15% of people diagnosed with lupus are children



Lupus is **2x-3x** more common among women of color than it is Caucasian women



86% - 92%

of people with lupus experience debilitating fatigue

33%

of people with lupus in the U.S. are on work disability



\$30,000+

the average out-of-pocket costs for those living with lupus

A BRIGHTER TOMORROW





HOPE FOR THE FUTURE

In the dark days of navigating a life with lupus, hope emerges as a guiding light, illuminating the path towards a brighter future for those living with this complex condition. At the Michigan Lupus Foundation, we stand steadfast in our mission to provide unwavering support and essential resources for individuals and families impacted by lupus.

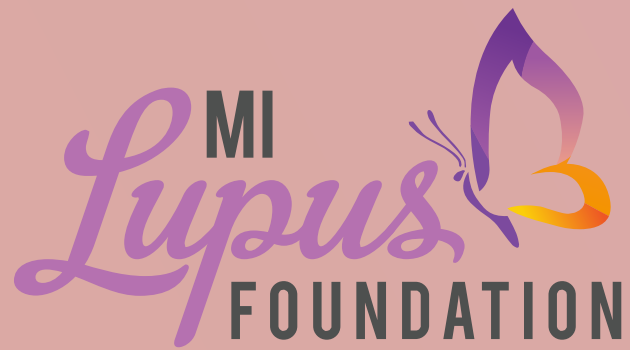
Through our comprehensive programs and services, we strive to uplift spirits, empower individuals, and foster a sense of community among those navigating the journey of lupus.

Our commitment extends beyond support to fueling groundbreaking research initiatives aimed at unraveling the mysteries of lupus and advancing towards effective treatments and, ultimately, a cure. By investing in innovative research projects, we endeavor to transform hope into tangible progress and bring about transformative change in the lives of those affected by lupus.

Together, hand in hand with our dedicated supporters and partners, we envision a world where the burdens of lupus are alleviated, and every individual can thrive. With your continued support, we can turn the promise of a brighter tomorrow into a reality for all those living with lupus.



Grand Rapids Awareness Walk



LEARN MORE AT
MILUPUS.ORG