SPONSORSHIP OPPORTUNITIES
2020 Philadelphia Tri-State area
Walk for Sjögren’s & Family Fun Day
Saturday, May 2, 2020
Philadelphia Zoo
2020 Philadelphia Walk for Sjögren’s & Family Fun Day
Saturday, May 2, 2020
Sponsorship Opportunities

The Walk for Sjögren’s (SHOW-grins) is a national event dedicated to raising awareness of Sjögren’s and critical funds to support research and education programs.

Sjögren’s is the second most prevalent rheumatic autoimmune disease striking as many as four million Americans making it three times more common than lupus and multiple sclerosis. Despite its prevalence, Sjögren’s still remains relatively unknown.

Your support of the Philadelphia Walk for Sjögren’s will connect your company with a national movement to raise awareness of a disease that affects millions of families across the country.

What are the Facts?
- Sjögren’s affects up to 4 million Americans
- Nine out of ten Sjögren’s patients are women
- Sjögren’s affects the moisture producing glands and the most common symptoms include dryness of the eyes, mouth and other body parts (sicca syndrome)
- Sjögren’s can spread throughout the entire body causing joint pain, major organ failure and lymphomas

What Walk for Sjögren’s Funds Support?
- Innovative Sjögren’s research
- Clinical trials that may lead to the development of a therapeutic for Sjögren’s
- Programs to support and educate patients and their families

Why your Company Should support the Walk for Sjögren’s?
- Your brand will receive maximum exposure and opportunity to market to a new audience
- Your company is partnering with the only organization dedicated to Sjögren’s
- Your company will build and strengthen loyalty amongst your customers by demonstrating philanthropy through cause related marketing

What is Sjögren’s? (SHOW-grins)
Sjögren’s is a devastating disease in which the body’s immune system attacks the moisture-producing glands. Along with symptoms of dryness it can affect any body organ or system.

Founded in 1983, the Foundation provides patients with practical information and coping strategies that minimize the effects of Sjögren’s. In addition, the Foundation is the clearinghouse for medical information and is the recognized national advocate for Sjögren’s.

The Foundation’s mission is to:
- Support Sjögren’s patients and their loved ones through education, resources and services
- Provide credible resources and education for healthcare professionals
- Serve as the voice for all Sjögren’s patients through advocacy and awareness initiatives
- Lead, encourage and fund innovative research projects to better understand, diagnose and treat Sjögren’s
Philadelphia Walk for Sjögren’s & Family Fun Day
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PRESENTING SPONSOR - $7,500
- Company name or logo featured in local publicity
- Company name featured in local press release
- Company logo featured on the Circle of Strength Wall at the Walk
- Speaking opportunity for a company representative at the Walk
- Company logo featured on promotional materials:
  - Walk for Sjögren’s T-shirt
  - Foundation & Walk for Sjögren’s websites
  - Event brochures
  - Day-of-event program
  - Sponsor signage at check-in station
- Premium exhibit space at Walk
- Ten (10) complimentary t-shirts
- Logo featured in post Walk e-newsletter
- Recognition in our national publication, The Moisture Seekers

PREMIER SPONSOR - $5,000
- Company name or logo featured in local publicity
- Company logo featured on promotional materials:
  - Walk for Sjögren’s T-shirt
  - Foundation & Walk for Sjögren’s websites
  - Event brochures
  - Day-of-event program
  - Sponsor signage at check-in station
- Premium exhibit space
- Seven (7) complimentary t-shirts
- Logo featured in post Walk e-newsletter

MAJOR SPONSOR - $2,500
- Company logo featured on:
  - Walk for Sjögren’s t-shirt
  - Foundation & Walk for Sjögren’s websites
  - Event brochures
  - Day-of-event program
  - Sponsor signage on Walk route
- Mention in opening ceremony
- Exhibit space at event
- Five (5) complimentary t-shirts
- Name listing in post Walk e-newsletter

ASSOCIATE SPONSOR - $1,000
- Company name displayed on:
  - Walk for Sjögren’s t-shirt
  - Day-of-event program
  - Sponsor signage at event
- Exhibit space at event
- Two (2) complimentary t-shirts
- Name listed in post Walk e-newsletter

FRIEND SPONSOR - $500
- Company name featured on:
  - Day-of-event program
- One (1) complimentary t-shirt
- Name listing in post Walk e-newsletter

SUPPORTING SPONSOR - $250
- Name listed in post Walk e-newsletter
PLEASE COMPLETE AND RETURN THE FORM BELOW TO ACKNOWLEDGE YOUR SUPPORT OF THE WALK
Presenting, Premier & Major Sponsors will receive maximum sponsor benefits if confirmed by March 13, 2020
Associate, Friend & Supporting Sponsors please confirm your support by April 10, 2020

Company Name__________________________________________________________

Company Contact_______________________________________________________

Address ______________________________________________________________________
City ______________________ State ________ Zip _______________ Phone _______________________

Email Address ______________________________________________________________________

Signature _______________________________________________________________________

SPONSORSHIP OPPORTUNITIES: Please check your selection
☐ Presenting Sponsor ($7,500+)  ☐ Premier Sponsor ($5,000)  ☐ Major Sponsor ($2,500)
☐ Associate Sponsor ($1,000)  ☐ Friend Sponsor ($500)  ☐ Supporting Sponsor ($250)

PAYMENT INFORMATION: Make checks payable to The Sjögren’s Foundation
_____ My check is enclosed  _____ Please invoice me

☐ My company cannot participate as a sponsor this year, but would like to make a tax-deductible donation to the Walk in the amount of $__________________.

☐ My company is interested in providing volunteers to support the Walk for Sjögren’s.

☐ My company is interested in organizing a company team for the Walk for Sjögren’s.

☐ My company is interested in posting and/or distributing flyers/brochures.

For more information about the Philadelphia Walk for Sjögren’s, please visit events.sjogrens.org/PhillyWalk

MAIL, FAX OR EMAIL completed form to Jessica Levy:
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Foundation Tax ID#: 11-2779073