



2021

SICKLE CELL DISEASE ASSOCIATION OF AMERICA

A large, stylized graphic of a star or a person's silhouette in grey, set against a light grey circular background. A thick red swoosh curves around the bottom and right sides of the circle.

8th Annual

***WALK WITH
THE STARS***

SATURDAY • JULY 10, 2021

#MoveForSickleCell

SPONSORSHIP PROSPECTUS

We're on the Move to Fight Sickle Cell Disease!

While the pandemic has challenged SCDA with many obstacles over the last year, we remain committed to holding our 8th annual Walk with the Stars. Although the event may be different in our virtual format, we look forward to our many supporters and sickle cell warriors joining us in walking, running or dancing to support our efforts to find a universal cure for SCD and to enhance the quality and length of life of those living with SCD.

This annual walk unites advocates of all ages, races and backgrounds across the U.S. to raise awareness of sickle cell disease. As a sponsor, you will garner national exposure throughout the entire campaign and during our live virtual event on July 10.

Lend your voice and financial support to the effort to defeat sickle cell disease and improve the lives of our sickle cell warriors.

I hope you will join us and **#MoveForSickleCell**.

Sincerely,



Beverley Francis-Gibson
President and CEO





WE SERVE as the nation's only organization working to resolve issues surrounding sickle cell disease and sickle cell trait. Since 1971, the organization has been on the forefront of improving the quality of health, life and services for individuals, families and communities affected by sickle cell disease and related conditions.

WE PROMOTE the search for a cure for all people in the world with sickle cell disease.

WE JOIN with our 53 community-based member organizations and affiliates located in 29 states to collectively serve over 500,000 children and adults with sickle cell disease.

WE FUND **Newborn Screening Programs** to ensure children born and diagnosed with SCD get an early start at managing the disease.

WE TRAIN hundreds of **Community Health Workers (CHW)** across the nation to assist families, helping to manage their healthcare strategy and access to care.

WE LEAD by building leadership skills, the **Leadership Academy** helps community-based organizations and SCD professionals become even more productive, with capacity building and information.

WE ADVOCATE through the **National Sickle Cell Advocacy Network (NSCAN)**, so patients and families know they are not alone. Together with our community-based organizations, we have created a strong network that includes caregivers, clinicians, stakeholders and experts.

WE PARTNER **together with organizations** like the American Red Cross, Emmaus Life Sciences, Novartis' Generation S Campaign and Pfizer, to name a few, to conduct blood drives and raise SCD awareness.

We also coalesce around legislative initiatives and use ambassadors to help raise awareness.

JOIN US IN OUR FIGHT AGAINST SICKLE CELL DISEASE. BECOME A DOER!

SICKLE CELL DISEASE

FACTS AND STATS



WHAT?

Sickle cell disease (SCD) is an inherited blood disorder in which red blood cells may become sickle-shaped and harden. For a baby to be born with sickle cell disease, both parents have the sickle cell trait or, one parent has the sickle trait and the other parent has another abnormal hemoglobin trait. Sickle cell disease is not contagious, and there is no universal cure.

The Facts

- About **1 in 13** African Americans carry the sickle cell trait and many do not know they have it
- Estimated **100,000** in U.S. have SCD
- **2,000** babies born with SCD annually in the U.S.
- Average age of diagnosis: **under 5 months**
- **8%** of African Americans are carriers
- Latinos have the **second** most common incidence in the U.S.

The blockage of blood flow caused by sickled cells leads to complications including:

- Chronic severe and unpredictable pain
- Anemia
- Frequent infections
- Fatigue
- Delayed growth
- Vision problems/blindness
- Lung tissue damage
- Kidney disease
- Stroke
- Shortened life expectancy
- Blood clots
- Damage to hip joint
- Skin ulcers at ankles
- Difficult pregnancy

WHERE?

- Sickle cell disease is a global health problem

Staying healthy with sickle cell disease involves:

- Pain management
- Blood transfusions
- Self-care including eating well, exercising and drinking water
- Preventive antibiotics (when prescribed)
- Prescription treatments such as hydroxyurea, glutamine, voxelotor and crizanlizumab to reduce severity of SCD
- Screening tests for early detection of some sickle cell complications

The search for a cure...

Bone marrow (stem cell) transplants can, in some cases, cure sickle cell disease, but not all individuals are eligible for this procedure and there are associated risks. Read more about this NIH initiative:

www.curesickle.org

#MoveForSickleCell **AND BECOME A SPONSOR**

SCDAA has created sponsorship packages to help organizations and partners best leverage their investment in helping us support finding a universal cure for sickle cell disease and caring for those who suffer from SCD.

For more information on sponsorships, contact Beverley Francis-Gibson, SCDAA president and CEO, at bfrancisgibson@sicklecelldisease.org or 410-528-1555, ext. 115.

SPONSOR BENEFITS	Star Sponsor \$15,000+	Walk Sponsor \$10,000+	Step Sponsor \$5,000+
Industry exclusive	(
Opportunity to address attendees at virtual event opening ceremony	(
Logo featured on print/digital advertising	(
Invitation to kick-off event with the opportunity to address attendees	((
Acknowledgment in press release	((
Featured Sponsor of the Week on the event's webpage	((
Logo on select e-communications	(with link	(with link	(
Logo on event-day graphics	(((
Logo with link on SCDAA's Walk with The Stars web page	(((
Recognition in social media and announcements	(((

SPONSORSHIP REGISTRATION FORM

Please return completed form and logo by May 1, 2021.

Organization/Company Name

Contact Name

Street

City

State

Zip

Office/Mobile

Email

Select your Sponsorship Support Level:

STAR SPONSOR \$15,000 **WALK SPONSOR \$10,000** **STEP SPONSOR \$5,000**

PAYMENT OPTIONS

Please charge my credit card in the amount of: \$ _____

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

CREDIT CARD NUMBER

EXPIRATION DATE

CARDHOLDER NAME

SIGNATURE

CHECK ENCLOSED

made payable to SCDA A in the amount of \$ _____

Please mail checks to:

SCDA A

7240 Parkway Drive, Suite 180

Hanover, MD 21076

Please email this form to Beverley Francis-Gibson, SCDA A president and CEO,
at bfrancisgibson@sicklecelldisease.org.

A high-resolution version of your logo (300 dpi or higher) in eps, pdf, jpg or
ai file format should be sent to Kyri Jacobs at [kjacob@sicklecelldisease.org](mailto:kjacobs@sicklecelldisease.org).