2020 Sponsorship Prospectus

Sickle Cell Disease Association of America, Inc.

7th Annual Walk With the Stars

#MoveForACure

SATURDAY
July 11, 2020
Canton Waterfront Park
3001 Boston Street
Baltimore, MD 21224

We’re On the Move to Fight Sickle Cell Disease!

We’re on the move to fight sickle cell disease, one of the cruelest, most unforgiving illnesses of our time. One in every thirteen African-American children are born with sickle cell disease (SCD). In 2013 a National Institutes of Health study looked at 16,000 sickle cell-related deaths and deaths between 1979 and 2005. Investigators found that the average life expectancy was 42 years for women and 38 years for men.

Your sponsorship of the National Sickle Cell Walk with the Stars helps bring awareness and funding to our efforts to find a universal cure for SCD and to enhance the quality and length of life of people living with this disease. Annually, advocates of all ages, races, and backgrounds unite to bring national awareness to sickle cell disease. As a sponsor, you will garner local and national exposure throughout the entire campaign. Lend your voice and financial support to the effort to defeat sickle cell disease and improve the lives of hundreds of thousands of patients.

By becoming a sponsor of the National Sickle Cell Walk with the Stars, you can make a significant contribution to the fight against sickle cell disease and play a pivotal role in what will be one of the largest and most consequential sickle cell disease fundraising events in the world.

Your partnership will be highlighted within the event’s extensive promotional campaign, which extends to virtually every medium and conveys the extraordinary energy and sense of community of the event.

The National Sickle Cell Walk with the Stars will provide sponsors with the opportunity for extraordinary visibility.

Depending upon your organization’s sponsorship level, recognition on the day of the event may include:

Opportunity for a representative to address the crowd at the event’s opening ceremony.

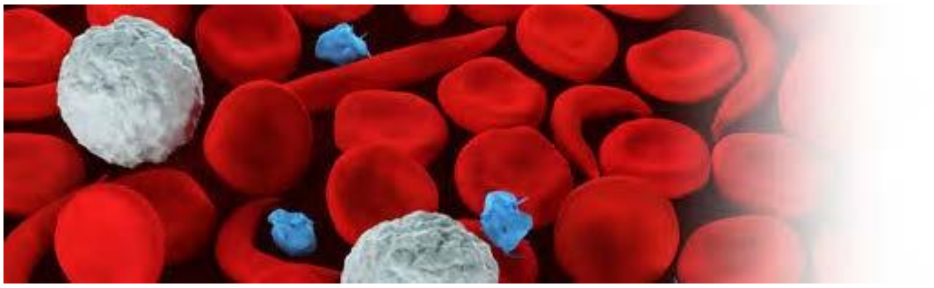
Logo on event stage banner.

Logo on official walk t-shirt.

Logo on start and finish banner.

Checkpoint host distinction.

Celebrity meet and greet opportunities.



What is Sickle Cell Disease (SCD)?

Sickle cell disease (SCD) is an inherited blood disorder which constitutes a global public health problem. At least 100,000 Americans live with the disease. Many more Americans - as many as 2.5 million – including 1 in 12 African-Americans, are carriers for Sickle Cell (also called sickle cell trait or SCT). SCD affects African Americans, Hispanics and is common among those whose ancestors come from sub-Saharan Africa; regions in the Western Hemisphere; Saudi Arabia, India; and Mediterranean countries.

SCD causes the destruction of red blood cells due to the presence of the abnormal hemoglobin S, resulting in anemia and vaso-occlusion (blocking of blood vessels by sticky and inflexible red blood cells).

Complications include early childhood death from infection, stroke in young children and adults, infection of the lungs similar to pneumonia, pulmonary hypertension, chronic damage to organs such as the kidney resulting in chronic kidney failure, and frequent severe painful episodes. These unpredictable, intermittent, devastating pain events can begin as early as six months of age and span a lifetime, impacting school attendance and the work force.

While the physical aspects of SCD are formidable, advances in the reduction of morbidity and mortality have provided the opportunity for a person with the condition to experience a prolonged and improved life.

However, there remains a significant lack of progress in the broader public health and social issues of educational, vocational, support for personal, family and community relations, practitioner and public education and mental health aspects of the lives of these individual. There is an emerging body of promising experimental and practice-based research that suggest improvements in the overall quality of life for persons with SCD and their families can be achieved. However, the relative lack of resources for such efforts remains problematic.

Federal resources directed to surveillance, research, newborn screening, follow-up, and ongoing treatment strategies such as analgesics and the medication hydroxyurea have been key to recent advances in fighting SCD.

SCD affects an estimated 100,000 Americans

Individuals with SCD avg. 200,000 ER visits annually

Worldwide 300K+ infants are born with SCD per year

1,800-2,000 infants are born with SCD each year in the US, primarily African American and Hispanic

People with the most severe form of SCD may have a 2-3 decade shorter life expectancy

65%-70% of those with SCD are classified as low income or economically disadvantaged

SCD patients experience 18K – 20K or more blood transfusions per year

20%-30% of children encounter stroke and cognitive impairment

Approx. 3 million people in the U.S. and 300 million worldwide are carriers








SICKLE CELL DISEASE
ASSOCIATION OF AMERICA, INC.

Sickle Cell Disease Association of America, Inc. (SCDAA) serves as the nation's only organization working full time on a national level 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. SCDAA has been and remains instrumental in promoting the search for a cure for all people in the world with sickle cell disease.

SCDAA's mission is to advocate for and enhance our membership's ability to improve the quality of health, life and services for individuals, families and communities affected by sickle cell disease and related conditions, while promoting the search for a cure for all people in the world with sickle cell disease.

SCDAA is in association with 46 community-based member organizations and affiliates located in 35 states serving various communities across the United States. Collectively, SCDAA and its members serve over 500,000 children and adults with sickle cell disease, and their family members providing programs such as screening, counseling, educational training, wellness, supportive services and medical resource assistance.

To learn more about SCDAA's programs, initiatives and member organizations, please visit www.sicklecelldisease.org.

For sponsorship details, contact:

Beverley Francis-Gibson
SCDAA President/CEO
bfrancis-gibson@sicklecelldisease.org
410-528-1555

And / Or

Sonia Perkins
Director of Development & Special Initiatives
SPerkins@sicklecelldisease.org
410-528-1555

SPONSORSHIP PACKAGES

SCDAA has created sponsorship packages to help organizations and partners best leverage their investments in this great cause. Below is a brief description of the exclusive benefits that sponsors have available to trumpet their generosity and associate their brand with support for finding a universal cure for sickle cell disease and helping people suffering from SCD.

- Industry exclusive
- Logo featured on select outdoor advertising such as banners, posters, etc.
- Acknowledgment in press releases.
- Logo featured on select print advertisements.
- Logo on select e-communications.
- “Featured Sponsor of the Week” designation on the event’s webpage.
- Logo included on SCDAA’s ’s website.
- Logo with link on the National Sickle Cell Walk With The Stars Sponsor page.
- Mentions in the social media outreach campaign and announcements.
- Opportunity for a representative to address the crowd during the opening ceremony.
- Logo on the stage banner.
- Checkpoint host distinction of the day of the event.
- Logo on official Walk t-shirt.
- Invitation to the team kick-off event with the opportunity to speak.

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- Acknowledgment at the opening ceremony.
- Logo on the stage banner.
- Banner placement on the day of the event at the event site.
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- Logo included on event webpage.
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SPONSORSHIP REGISTRATION FORM

PLEASE RETURN COMPLETE FORM AND LOGO BY MAY 1ST, 2020

Please email this form to Sonia Perkins, Director of Development & Special Initiatives, at SPerkins@sicklecelldisease.org, or mail checks to SCDAA at 7240 Parkway Drive, Suite 180, Hanover, Maryland 21076.

Please email a high-res version of your logo to Jacqueline Burrell, Director of Marketing and Communications at JBurrell@sicklecelldisease.org.

NAME

ORGANIZATION/COMPANY NAME

ADDRESS

STREET CITY STATE ZIP

NUMBER & EMAIL

OFFICE/MOBILE EMAIL

SPONSORSHIP PACKAGES

☐ **PREMIER $25K** QTY: _____ ☐ **GRAND $10K** QTY: _____ ☐ **SUPPORT $5K** QTY:_____

PAYMENT OPTIONS

Please charge my credit card to the amount of $____

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER

CREDIT CARD NUMBER EXPIRATION DATE

CARDHOLDER NAME SIGNATURE

☐ CHECK ENCLOSED

Enclosed is my check made payable to SCDAA for the amount of $________________________________

Please mail checks to SCDAA at 7240 Parkway Drive, Suite 180, Hanover, Maryland 21076.