

# 2021 SPONSORSHIP OPPORTUNITIES



## Virtual Butterfly Walk

FOR LUPUS & FIBROMYALGIA

JUNE 5, 2021

ANY TIME/ANYWHERE

Join us to help make these invisible illnesses visible!

REGISTER TODAY!

[WWW.BUTTERFLYWALKFORLUPUSANDFIBRO.ORG](http://WWW.BUTTERFLYWALKFORLUPUSANDFIBRO.ORG)



# WELCOME

Dear Butterfly Walk for Lupus & Fibromyalgia™ Corporate Partners:

On behalf of the Social Butterflies Foundation, it is with great excitement that we invite you to participate in the **2021 Virtual Butterfly Walk for Lupus & Fibromyalgia** on **Saturday, June 5, 2021**.

Lupus & fibromyalgia are cruel and unpredictable autoimmune diseases. While some lupus symptoms may appear minor others are life threatening which results in frequent visits to the emergency room and aggressive treatment options such as chemotherapy. Although lupus affects all races and ethnicities, women of color are two to three times more likely to develop lupus than Caucasians. Fibromyalgia is a condition associated with widespread chronic pain, fatigue, memory problems and mood changes. Fibromyalgia is not a single disease, but a constellation of symptoms that can be managed. It is not life threatening like lupus, but it is life altering. The majority of those living with fibromyalgia are women between the ages of 40 and 75, but it also affects men, young women and children. Our vision is to make these invisible illnesses visible. Your participation and fundraising efforts guarantee the delivery of FREE programs and services for people who may not have access to the necessary healthcare needed to survive.

We are honored that your company is considering a leadership role in the fight to help make these invisible illnesses visible. We promise to show participants that you support their efforts by recognizing your company in print and online media, Walk day exposure and more. Social Butterflies Foundation is committed to raising funds and awareness to support lupus and fibromyalgia survivors and their families. It is an exciting time to partner with companies who are committed to the communities in which they live. In addition to participating as a sponsor, we invite you to form a team with colleagues and to consider in-kind donations (e.g., company product) to strengthen our fundraising efforts.

If you have any questions, wish to set-up a meeting, or need additional materials, please contact Chastity Corbett at [Chastity@socialbutterfliesfoundation.org](mailto:Chastity@socialbutterfliesfoundation.org) or at 757.218.3233. Together, we can make a difference.

Making these invisible illnesses visible,



Chastity Corbett  
Founder & C.E.O



# JOIN THE MOVEMENT!

  
FOR LUPUS & FIBROMYALGIA

## CONTACT INFORMATION

Social Butterflies Foundation  
ATTN: 2021 Virtual Butterfly Walk for Lupus & Fibromyalgia

**CONTACT:** Chastity Corbett, Founding CEO & President  
**ADDRESS:** P.O Box 1652, Newport News, VA 23601  
**TEL:** 757.218.3233  
**E-MAIL:** [Chastity@socialbutterfliesfoundation.org](mailto:Chastity@socialbutterfliesfoundation.org)  
**WEBSITE:** [WWW.SOCIALBUTTERFLIESFOUNDATION.ORG](http://WWW.SOCIALBUTTERFLIESFOUNDATION.ORG)  
**FACEBOOK:** [WWW.FACEBOOK.COM/SOCIALBUTTERFLIESFOUNDATION](http://WWW.FACEBOOK.COM/SOCIALBUTTERFLIESFOUNDATION)  
[WWW.FACEBOOK.COM/BUTTERFLYWALKFORLUPUSANDFIBRO](http://WWW.FACEBOOK.COM/BUTTERFLYWALKFORLUPUSANDFIBRO)

# ABOUT LUPUS, FIBROMYALGIA & THE BUTTERFLY WALK™

## ABOUT THE BUTTERFLY WALK™

Each year, hundreds of people across Hampton Roads join forces to walk with one unified purpose— to raise awareness for lupus and fibromyalgia. Companies like yours help make these invisible illnesses visible. The Butterfly Walk for Lupus & Fibromyalgia is our flagship fundraiser. Each dollar raised supports free programs and services as well as innovative research for survivors and their families.

Walk day is a powerful experience which provides the local lupus and fibromyalgia community with hope and renewed energy to overcome challenges associated with these cruel and debilitating diseases. Our signature walk builds momentum and secures funding for the Social Butterflies Foundation to provide education, support, and outreach to the survivors living in the Hampton Roads community.

Due to COVID-19, the Butterfly Walk for Lupus & Fibromyalgia became a virtual event. Social Butterflies Foundation takes the safety and well-being of survivors, their families, and the community as a whole very seriously. We are committed to helping slow the spread. Although the Walk is virtual, participants still receive information on living with lupus and fibromyalgia; have the opportunity to speak with qualified medical professionals; and interact and share stories with other Warriors and their families. A week of virtual activities are planned to ensure an enjoyable, informative and safe Butterfly Walk experience.



"I AM DOING THE WALK BECAUSE I CAN... BECAUSE I FEAR ONE DAY I MAY NOT BE ABLE TO."

- Amy Fritsch, Shadow of Purple, 40+ years lupus survivor

Follow us on:



## ABOUT LUPUS

Lupus is a cruel, mysterious and unpredictable autoimmune disease which ravages different parts of the body (skin, joints, and/or other internal organs). It is difficult to diagnose, hard to live with and a challenge to treat. Symptoms range from mild to life-threatening and include extreme fatigue; debilitating headaches; unmanageable joint pain; light sensitivity; hair loss; chest pain and difficulty breathing.

No one knows what causes lupus and there is no cure. Scientists believe that hormones (specifically, estrogen), genetics (heredity), and environment (stress) are all involved in triggering its onset. *Systemic lupus* is the most severe as it can effect kidneys, lungs, heart, central nervous system and the brain. Another common form is *cutaneous lupus* which is limited to the skin and can cause rashes and lesions. Sometimes mistaken for cancer or HIV/AIDS due to a severely compromised immune system, lupus is not contagious.

## ABOUT FIBROMYALGIA

Fibromyalgia is a condition associated with widespread chronic pain, fatigue, memory problems and mood changes. Fibromyalgia is not a single disease, but a constellation of symptoms that can be managed. It is not life threatening and does not lead to muscle or joint damage.

Researchers suspect that different factors, alone or in combination, may contribute to the development of the disease. An infectious illness, physical trauma, emotional trauma or hormonal changes may trigger the development of generalized pain, fatigue and sleep disturbances that characterize the condition.

## FAST FACTS

- ⇒ 1.5 million Americans live with lupus.
- ⇒ 10 million Americans live with fibromyalgia.
- ⇒ Fibromyalgia is an invisible, poorly understood condition with no lab or blood test to confirm diagnosis.
- ⇒ Lupus costs its patients an estimated \$21,000 more in medical expenses compared to those diagnosed with more high profile diseases.

# ABOUT SOCIAL BUTTERFLIES FOUNDATION

## ABOUT US

Social Butterflies Foundation was founded by lupus survivor, Chastity Corbett. It is a grassroots organization dedicated to helping those battling with lupus and fibromyalgia, as well as their families and caregivers.

Our mission is to provide education, support services, and encouragement to empower and uplift those living with lupus and fibromyalgia in an effort to help them and their families face the challenges of these debilitating illnesses.

## WHAT WE DO

Social Butterflies Foundation objectives are:

To provide support groups, educational resources, emergency financial assistance, scholarships, outreach programs, summit and health fairs, advocacy, and support research while raising awareness for illnesses that receive little to no attention yet threatens so many lives.

To host educational activities and programs to raise awareness for lupus and fibromyalgia.

To host events to raise funds to be used to provide financial assistance, guidance, and support to those who suffer from lupus and fibromyalgia.

To support other non-profit organizations that further studies, research, and aid individuals that suffer from lupus and fibromyalgia.

It is our vision that no one living with lupus or fibromyalgia will have to endure the challenges of these life-threatening illnesses alone. We envision lupus and fibromyalgia survivors uniting so their voices and needs will be heard to receive the support needed. They will no longer have to hide behind their masks, but instead make these invisible illnesses visible for the world to see and understand.

## WHO WE ARE






































Social Butterflies Foundation Board Members and Officers consist of individuals who are living with or have a direct connection to lupus and fibromyalgia. This gives us a great deal of insight on the needs of the population of individuals that we are committed to serving.

## YOUR IMPACT

Your support allows us to provide FREE programs and services for individuals diagnosed with lupus and fibromyalgia and their families such as support groups and college scholarships. 2020 Scholarship recipient, Azalya Carter (pictured) is able to hear from local healthcare experts, receive free information to help her manage her pain, and meet other children diagnosed with lupus allowing her to feel less isolated and alone. As our scholarship recipient, she was also able to begin her first year of college at Virginia Commonwealth University to become a Special Education teacher.



# SPONSORSHIP OPPORTUNITIES

<b>CORPORATE SPONSORSHIP PACKAGES</b>	<b>TITLE \$10,000</b>	<b>PREMIERE \$5,000</b>	<b>GOLD \$2,500</b>	<b>SILVER \$1,500</b>	<b>EXHIBITO \$500-1000</b>
<b>WALK DAY BENEFITS</b>					
OPPORTUNITY TO BE INTERVIEWED VIA FB LIVE TO DISCUSS YOUR COMPANY					
OPPORTUNITY TO DO AN HOUR SOCIAL MEDIA TAKEOVER ON FB TO PROMOTE YOUR BUSINESS					
COMPANY PROMOTED DURING THE FB LIVE COVERAGE OF THE WALK					
<b>COMPANY VISIBILITY</b>					
OPPORTUNITY TO ELECT REPRESENTATIVE TO COMMITTEE					
COMPANY LOGO/PROFILE ON WALK REGISTRATION WEBSITE	PROFILE	PROFILE	LOGO	LOGO	LOGO
PRINT/ELECTRONIC ADVERTISEMENT					
RECOGNITION IN PRESS RELEASE & MEDIA ALERTS					
LOGO/NAME ON WALK T-SHIRTS					
LOGO ON WALK POSTERS AND FLYERS					
COMPANY NAME/LOGO PROMOTED ON WALK SOCIAL MEDIA					
COMPANY NAME/LOGO IN E-NEWSLETTER					
COMPANY NAME/LOGO IN POSTAL MAILING					

# INVOLVING YOUR COMPANY

## WHAT ARE THE BENEFITS OF PARTICIPATION?

- **IMPROVED REVENUE STREAMS:** Companies are able to tap into a new audience and engage them on-site. Consumers prefer philanthropic companies over those that do not support any charitable causes.
- **EMPLOYEE PRODUCTIVITY:** Companies with a Corporate Social Responsibility plan that engages its employees boast higher rates of worker satisfaction among employees, which leads to a healthier and happier work place.
- **INCREASED BRAND AWARENESS:** Social Butterflies Foundation and Butterfly Walk for Lupus & Fibromyalgia™ events are reputable and have increased visibility in the community. Companies can take advantage of peak visibility through inexpensive yet effective advertising.
- **INSPIRATION:** Your company inspires others to support the cause which leads to more dollars raised, broader awareness and a larger advertising potential.
- **IMPACT:** Unlike individuals, a company has access to more resources and economies of scale which provide bigger and more immediate solutions for people with lupus and fibromyalgia as well as their families.

## WHAT ARE OUR OPTIONS FOR PARTICIPATION?

- **SPONSOR** the event with a marketing package.
- **FORM A TEAM** of employees and/or clients. SBF is happy to lead a lupus and fibromyalgia education and Walk team building workshop at your office.
- **MATCH** what your corporate team or an individual employee raises through a donation.
- **HOST A FUNDRAISER** such as an employee breakfast/luncheon to collect donations.
- **ENGAGE IN CAUSE-MARKETING** and agree to donate a portion of sales to the walk.
- **ADVERTISE** the event on the company's billboard, website, Facebook page, newsletter, offices...
- **INVITE** vendors, clients and customers to sponsor or donate to the event.
- **UNDERWRITE** the a portion of the event (e.g., printing, postage, office supplies, transportation)
- **DONATE** Food/beverage items for consumption at the event or items to be given away at exhibit booths.

## WHO SHOULD WE ENGAGE AT OUR COMPANY?

- **LEADERSHIP can...** Make decisions faster! Deliver stronger messages internally among employees. Put you in touch with the right people within the company.
- **MARKETING can...** Promote event. Approve advertising sponsorships. Find ways to market the team/ sponsorship to the community for good press coverage.
- **HUMAN RESOURCES can...** Contact employees and make decisions about how to best recruit or share information with them. Invite SBF to work.

EXAMPLES

### DONALD THOMAS, MD

Rheumatologist & author of *The Lupus Encyclopedia*

"As a young rheumatologist, I was called into the hospital to help a teenager with severe systemic lupus; her family did not have insurance so she never received the proper lupus treatments prior to this admission and she died prematurely. This preventable catastrophe drove me to be even more dedicated in helping others. It is important that we give back to the community and work to get better health care for all and more research to find a cure."



# 2021 SPONSORSHIP COMMITMENT FORM

COMPANY NAME:

COMPANY CONTACT:

TITLE:

ADDRESS (STREET/CITY/ZIP):

E-MAIL:

PHONE:

**YES!** We would like to sponsor the 2021 Butterfly Walk for Lupus & Fibromyalgia™ as a (check one):

PRESENTING TITLE Sponsor (\$10,000)

PREMIERE Sponsor (\$5,000)

GOLD Sponsor (\$2,500)

SILVER Sponsor (\$1,500)

EXHIBITOR (\$500 - \$1,000)

Other (e.g., in-kind) Please list: \_\_\_\_\_

◇ Is your company on Facebook?  YES  NO Instagram?  YES  NO Twitter?  YES  NO

◇ Please contact us about having a corporate Walk Team  (check box)

◇ Does your company have a wellness program or a health expo?  YES  NO

◇ We regret that we cannot sponsor the walk this year, but wish to make a contribution of \$\_\_\_\_\_ to support the *Patient Emergency Assistance Fund*.

PAYMENT:

A check made payable to the Social Butterflies Foundation is enclosed.

Please charge my credit card:  VISA  MASTERCARD  DISCOVER  AMERICAN EXPRESS

Name on card: \_\_\_\_\_ Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Send completed form and company logo to:

Social Butterflies Foundation

P.O. Box 1652 · Newport News, VA · 23601

(P) 757.218.3233 · [chastity@socialbutterfliesfoundation.org](mailto:chastity@socialbutterfliesfoundation.org)

Make Sure you write: For the Butterfly Walk for Lupus & Fibro on the envelope