

2024 SPONSORSHIP OPPORTUNITIES



SOCIAL BUTTERFLIES FOUNDATION

Butterfly Walk

FOR LUPUS & FIBROMYALGIA

AUGUST 3, 2024
1:00 - 4:00 PM

BOO WILLIAMS SPORTSPLEX
5 ARMISTEAD POINTE PKWY
HAMPTON, VIRGINIA 23666

WWW.BUTTERFLYWALKFORLUPUSANDFIBRO.ORG

WELCOME

socialbutterfliesfoundation.org



Dear Butterfly Walk for Lupus & Fibro™ Corporate Partners:

On behalf of the Social Butterflies Foundation, it is with great excitement that we invite you to participate in the **2024 Butterfly Walk for Lupus & Fibro** taking place on Saturday, August 3, 2024, at Boo Williams Sportsplex located at 5 Armistead Pointe Pkwy, Hampton, Virginia. This will be a monumental occasion as we make history as the first organization to host an indoor walk for lupus and fibromyalgia!

Lupus and fibromyalgia are cruel and unpredictable chronic illnesses that receive little to no attention yet devastate many lives. While some lupus symptoms may appear minor, others are life-threatening causing frequent visits to the emergency room and aggressive treatment options such as chemotherapy. Although lupus affects all races and ethnicities, women of color are twice as likely to develop lupus as 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 lupus and/or fibromyalgia are women between the ages of 40 and 75, but they also affect men 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 live healthier and fuller lives despite these illnesses.

We are honored that your company is considering a leadership role in the fight against lupus and fibromyalgia. 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. We offer encouragement to survivors by demonstrating the mantra "Butterflies don't let each other fly alone". Social Butterflies Foundation is excited to partner with companies committed to uplifting and serving their community. 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 products, and gift cards) 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 or at 757.218.3233. Together, we will make a difference.

Making these invisible illnesses visible,

A handwritten signature in blue ink that reads "Chastity Corbett". The signature is written in a cursive, flowing style.

Chastity Corbett
Founder & C.E.O

About Us

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

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

Lupus and fibromyalgia are incurable illnesses that receive little to no attention yet devastate many lives.

Our vision is that no one living with lupus or fibromyalgia will have to endure the challenges of these life-threatening illnesses alone. We envision survivors uniting so they can receive the support needed. Together we will make these invisible illnesses visible for the world to see and understand.

SOCIAL BUTTERFLIES FOUNDATION

socialbutterfliesfoundation.org



What We Do

Social Butterflies Foundation provides direct assistance to lupus and fibromyalgia thrivers and their families. Our free programs and services include, but are not limited to:

- Support Groups for Youth and Adults
- Emergency Financial Assistance
- College Scholarships
- Care Outreach Program
- Wig Outreach Program
- Summit and Health Fairs
- Educational Resources
- Year -Round Advocacy
- and support research for a CURE!



Consider making a monthly recurring donation to help impact lives.



An Estimated 1.5 million Americans live with Lupus

What is Lupus?

Lupus is a cruel, mysterious, and unpredictable autoimmune disease that ravages different body parts (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; rashes; 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 affect the kidneys, lungs, heart, central nervous system, and 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, but lupus is not contagious.



"Ninety percent (90%) of people living with lupus are women. However, men, children, and teenagers develop lupus too."

An Estimated
4 million
Americans
live with
Fibromyalgia

What is 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.



"Ninety percent (90%) of people living with fibromyalgia suffer from severe fatigue or a sleep disorder."



BUTTERFLY WALK FOR LUPUS & FIBRO

butterflywalkforlupusandfibro.org



About the Walk

Each year, thrivers, families, and supporters 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 & Fibro is our flagship fundraiser.

Walk day is a powerful experience that provides the lupus and fibromyalgia community with hope and renewed energy to overcome challenges associated with these cruel and debilitating diseases. Each dollar raised supports free programs and services for survivors and their families.

Commencing at 1:00 PM, participants receive information on living healthier lives despite lupus and fibromyalgia. The Butterfly Walk unites thrivers and families with the medical community and community resources. The Walk can be described as a family reunion that has a variety of exhibitors, music, Kid's Corner, food trucks, and community resources to ensure an enjoyable, informative, and safe event.

YOUR IMPACT

socialbutterfliesfoundation.org



Social Butterflies Foundation is dedicated to empowering, educating, and uplifting survivors and their families. Your support allows us to provide FREE programs and services that directly impact the lives of individuals diagnosed with lupus and fibromyalgia. We are also committed and able to give back to the community thanks to the generosity and support that we receive from our sponsors and community partners.

SOCIAL BUTTERFLIES FOUNDATION IN ACTION:

- Since its inception, the Social Butterflies Foundation has awarded \$8,750 in college scholarships to college-bound high school seniors who are survivors or the child of a survivor.
- Twenty-five families received support through our care outreach program during times of bereavement, unexpected medical challenges, and hospitalizations. Ten families were adopted for the holidays, and we host holiday celebrations for thrivers and their families.
- Youth and adult support group members are provided a safe haven in which they can be in a family-friendly environment with other thrivers.
- We were also able to help a family of nine who was displaced due to a house fire.
- Provided emergency financial assistance to over twelve families.
- Distributed over three hundred and fifty wigs to survivors who are suffering from alopecia in addition to providing hair and skin care workshops.
- Over five hundred blessing bags filled with PPE and over two hundred backpacks filled with school supplies were provided to those in need as well as community partners.
- Hosted over one hundred and twenty-five families of thrivers at the Lupus & Fibro Summit and Health Fair providing a connection with medical professionals such as rheumatologists, hospitalists, family practice doctors, nurse practitioners in the field of arthritis and rheumatic diseases, mental health and clinical counselors, professionals from the Social Security Disability Administration, community free clinics, and physical health moderators.
- Actively advocating for lupus and fibromyalgia awareness via hosting family-friendly events and implementing the Virginia DMV license plate campaign.



GET INVOLVED

butterflywalkforlupusandfibro.org

WHAT ARE THE BENEFITS OF PARTICIPATION?

- **IMPROVED REVENUE STREAMS:** Companies can 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 their employees to boast higher rates of worker satisfaction among employees, which leads to a healthier and happier workplace.
- **INCREASED BRAND AWARENESS:** Social Butterflies Foundation 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 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.

WHAT ARE OUR OPTIONS FOR PARTICIPATION?

- **SPONSOR** the event with a marketing package.
- **FORM A TEAM** of employees and 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, social media, newsletter, etc.
- **INVITE** vendors, clients, and customers to sponsor or donate to the event.
- **UNDERWRITE** a portion of the event (e.g ., printing, postage, office supplies, transportation).
- **DONATE** food/beverage items for consumption at the event or products 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 the 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 the workplace.

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."



SPONSORSHIP PACKAGES

butterflywalkforlupusandfibro.org



Wolf Level \$7,500

- Speaking opportunity during the Walk Day ceremony
- Front vendor placement at the Walk
- Corporate logo on Walk backdrop
- Corporate logo on four (4) walk route signs
- Company logo and profile on Walk registration site, SBF site, and in the newsletter
- Company promoted on social media
- Recognition in press release and inclusion in local media opportunities
- Lunch and learn educational session at the workplace
- Logo on walk flyers and posters
- Logo on the official Walk shirt
- VIP Walk registration for eight (8) company team members. Names must be provided.



Cub Level \$5,000

- Recognition during Walk Day ceremony
- Front vendor placement at the Walk
- Corporate logo on Walk backdrop
- Corporate logo on three (3) walk route signs
- Company logo and profile on Walk registration site and SBF site
- Company promoted in newsletter and on social media
- Recognition in press release
- Logo on the official Walk shirt
- VIP Walk registration included for six (6) company team members. Names must be provided.



Butterfly Level \$2,500

- Recognition during Walk Day ceremony
- Front vendor placement at the Walk
- Corporate logo on Walk backdrop
- Corporate logo on two (2) walk route signs
- Company logo on Walk registration site and SBF site
- Company promoted in newsletter and on social media
- Recognition in press release
- Logo on the official Walk shirt
- VIP Walk registration included for four (4) company team members. Names will need to be provided.



Caterpillar Level \$1,000

- Recognition during Walk Day ceremony
- Front vendor placement at the Walk
- Corporate logo on one (1) walk route sign
- Company logo on Walk registration site and SBF site
- Company promoted on social media
- Logo on the official Walk shirt
- VIP Walk registration included for two (2) company team members. Names will need to be provided.

2024 SPONSORSHIP COMMITMENT FORM

butterflywalkforlupusandfibro.org

COMPANY NAME:

COMPANY CONTACT:

TITLE:

ADDRESS (STREET/CITY/ZIP):

E-MAIL:

PHONE:

YES! We would like to sponsor the 2024 Butterfly Walk for Lupus & Fibro as a: (check one)

WOLF LEVEL Sponsor \$7,500

CUB LEVEL Sponsor \$5,000

BUTTERFLY LEVEL Sponsor \$2,500

CATERPILLAR LEVEL Sponsor \$1,000

OTHER (e.g., in-kind) Please Specify: _____

Is your company on Facebook? Yes No Link to page _____

Is your company on Instagram? Yes No Link to page _____

Is your company on Twitter? Yes No Link to page _____

We regret that we cannot sponsor the walk this year, but wish to make a contribution of \$ _____ towards Social Butterflies Foundation's programs and services.

PAYMENT:

A check made payable to Social Butterflies Foundation is enclosed.

Please charge my credit card: Visa Mastercard Discover AMEX

Name on Card: _____

Card Number: _____

Expiration Date: _____ CSC: _____

Sponsorship Deadline: June 1, 2024

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

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