

# 2026 SPONSORSHIP OPPORTUNITIES



*Butterfly Walk*  
FOR LUPUS & FIBROMYALGIA

# JOIN US!

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

**AUGUST 1, 2026**

**1:00 - 4:00 PM**

**BOO WILLIAMS SPORTSPLEX  
5 ARMISTEAD POINTE PKWY  
HAMPTON, VIRGINIA 23666**

# WELCOME

socialbutterfliesfoundation.org

Dear Corporate Partners,

We are excited to invite you to join us for the **2026 Butterfly Walk for Lupus & Fibro** on **Saturday, August 1, 2026**, at **Boo Williams Sportsplex**, 5 Armistead Pointe Pkwy, Hampton, VA, from **1-4 PM** (doors open at noon).

The Butterfly Walk is more than a community event — **it is our annual family reunion**, where survivors, caregivers, supporters, and advocates come together in unity, love, and strength. We celebrate, uplift one another, and walk as one because **Butterflies don't let each other fly alone**.

Lupus and fibromyalgia are debilitating, often invisible illnesses that affect millions. Lupus can be life-threatening and disproportionately impacts women of color, while fibromyalgia brings chronic pain, fatigue, and cognitive challenges that drastically affect daily life. Despite their impact, both conditions remain severely underrecognized — which is why your support is so vital.

By partnering with us as a sponsor, your company becomes a champion for health equity, compassion, and community empowerment. Your investment directly supports our **free year-round programs**, including emergency financial assistance, scholarships, support groups, wigs and wellness outreach, care outreach, summits, health fairs, and advocacy.

Sponsorship includes event-day visibility, digital and print promotion, and opportunities for meaningful community engagement. Additional ways to support include forming a company walk team, donating in-kind items, hosting awareness activities, or encouraging employee involvement.

Together, we can uplift survivors, strengthen families, and expand awareness for two illnesses that urgently need more voices and more support. Your partnership ensures that no thriver walks alone.

For more information or to discuss sponsorship, please get in touch with Chastity Corbett at [chastity@mysbf.org](mailto:chastity@mysbf.org) or 757-218-3233.

Warm Regards,



Chastity Corbett  
Founder & C.E.O.  
Social Butterflies Foundation

## About Us

The Social Butterflies Foundation was founded by lupus thriver Chastity Corbett and is a grassroots 501(c)(3) nonprofit organization committed to supporting individuals living with lupus and fibromyalgia, as well as their families and caregivers.

Our mission is to provide direct assistance, education, and compassionate support that empowers those navigating the daily challenges of these life-altering illnesses. Lupus and fibromyalgia are debilitating, often misunderstood conditions that don't receive the awareness or attention they deserve—yet they profoundly affect millions. At Social Butterflies Foundation, we are here to be a beacon of hope, strength, and encouragement.

Our vision is to build a strong, united community where no one has to face lupus or fibromyalgia alone. We envision a network of survivors lifting each other up, sharing their stories, and standing together in solidarity. Through advocacy and awareness, we aim to shine a light on these invisible illnesses, helping the world to see them, understand them, and support those who live with them.



## What We Do

Social Butterflies Foundation provides vital, free programs and services that directly support lupus and fibromyalgia thrivers and their families. Our work is designed to meet emotional, physical, educational, and financial needs throughout every stage of their journey.

Our services include:

- Support Groups for youth and adults
- Emergency Financial Assistance for essential medical and household needs
- College Scholarships for young thrivers and children of thrivers
- Care Outreach for families facing medical crises, bereavement, or hardship
- Wig Outreach & Wellness Program for those experiencing alopecia and treatment-related hair loss
- Summits and Health Fairs connecting thrivers with medical professionals and community resources
- Educational Resources that empower individuals to better understand and manage their conditions
- Year-Round Advocacy to increase awareness, promote equity, and inspire community support
- And a commitment to championing and supporting research toward 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 chronic, unpredictable autoimmune disease that can affect nearly any part of the body, including the skin, joints, and internal organs. It is difficult to diagnose, challenging to manage, and often life-altering. Symptoms can range from mild to severe and may include extreme fatigue, debilitating headaches, intense joint pain, light sensitivity, hair loss, rashes, chest pain, and difficulty breathing.

The exact cause of lupus remains unknown, and there is currently no cure. Researchers believe a combination of hormones (particularly estrogen), genetics, and environmental factors such as stress may trigger the disease. Systemic lupus is the most serious form, as it can impact vital organs including the kidneys, lungs, heart, brain, and central nervous system. Cutaneous lupus, another common type, primarily affects the skin with rashes and lesions.

Because lupus weakens the immune system, flares can sometimes resemble other serious conditions, leading to misdiagnosis. Despite this, lupus is not contagious. It is a complex and often invisible illness that requires ongoing care, understanding, and awareness.

**"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 chronic condition characterized by widespread pain, fatigue, cognitive difficulties, and changes in mood. Rather than being a single disease, it is a collection of symptoms that vary from person to person. While fibromyalgia is not life-threatening and does not cause damage to muscles or joints, it can significantly affect daily functioning and quality of life.

The exact cause is unknown, but researchers believe several factors may contribute to its development. Experiences such as infectious illnesses, physical injuries, emotional trauma, or hormonal shifts may trigger the onset of persistent pain, profound fatigue, sleep disturbances, and cognitive challenges often referred to as “fibro fog.”

Fibromyalgia is a complex and often misunderstood condition, but with awareness, support, and proper management, individuals can find meaningful ways to navigate and improve their day-to-day lives.

**" 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, the Butterfly Walk for Lupus & Fibro brings our community together in a powerful demonstration of unity, support, and hope. As the Social Butterflies Foundation's signature fundraising event, the walk gathers survivors, families, caregivers, advocates, and supporters to elevate awareness and raise vital funds for our mission.

For 2026, our theme is "Together We Are Beyond Unbreakable." This message reflects the extraordinary strength, resilience, and courage of every lupus and fibromyalgia thriver, and reminds us that when we stand together as a community, nothing can break our spirit.

Your company's involvement plays a meaningful role in increasing visibility for these invisible illnesses, which affect millions yet remain underrecognized. Through your partnership, we can continue amplifying the voices of thrivers while providing the encouragement, resources, and year-round services they rely on.

Beginning at 1:00 PM (doors open at noon), the walk offers far more than a route—it is an inspiring and heartfelt experience. Participants connect with healthcare professionals and community partners, receive valuable resources, and enjoy an uplifting atmosphere filled with music, a vibrant Kid's Corner, food trucks, exhibitors, and the joyful feeling of a family reunion.

Every dollar raised directly supports our free programs, including emergency financial assistance, scholarships, wellness initiatives, health education, care outreach, and emotional support services.

Together We Walk. Together We Support.  
Together We Are Beyond Unbreakable.

The Social Butterflies Foundation is dedicated to empowering, educating, and uplifting lupus and fibromyalgia thrivers and their families. Your support makes it possible for us to provide FREE programs and services that directly improve the lives of those living with these chronic illnesses. Because of the generosity of sponsors and community partners like you, we are able to make a meaningful and lasting impact throughout the years.

## SOCIAL BUTTERFLIES FOUNDATION IN ACTION

- Awarded \$12,750 in college scholarships to graduating high school seniors who are lupus or fibromyalgia thrivers, or the children of thrivers.
- Provided care outreach support to over one hundred families during times of bereavement, hospitalization, and unexpected medical or personal challenges.
- Adopted eighty families for the holidays and hosted uplifting holiday celebrations for thrivers and their loved ones.
- Offered safe, supportive youth and adult support groups, giving thrivers a welcoming environment to connect, share, and heal together.
- Supported thousands of thrivers nationwide through our online communities, offering daily encouragement, education, advocacy, and a safe space for connection.
- Helped families in crisis, including supporting a family of nine displaced by a house fire and assisting a thriver's family facing eviction.
- Delivered emergency financial assistance to seventy-five thrivers, helping cover essential medical needs, utilities, and other critical expenses.
- Distributed over 425 wigs to survivors experiencing alopecia, along with hair and skin care workshops to restore confidence and dignity.
- Hosted over 300 thrivers at our Lupus & Fibro Summit and Health Fairs, connecting them with rheumatologists, nurse practitioners, mental health professionals, disability specialists, free clinics, and wellness experts.
- Continued to advocate year-round through awareness events, community education, and our ongoing campaign for a Virginia lupus and fibromyalgia awareness DMV license plate.





## Why Your Participation Matters:

When your company partners with the Social Butterflies Foundation, you are not only supporting a vital cause — you are strengthening your brand, your team, and your community impact.

## Strengthen Your Brand:

Consumers prefer companies that champion meaningful causes. Partnering with us elevates your visibility and aligns your brand with compassion, equity, and community leadership.

## Boost Employee Engagement:

Cause-driven initiatives increase morale, teamwork, and pride within the workplace. Employees are more motivated when they know their company is making a difference.

## Expand Your Reach:

Our events attract broad community support, giving companies an opportunity to connect with new audiences through highly visible, cost-effective marketing.

## Inspire Change:

Your participation encourages others to get involved, amplifying awareness, expanding support, and accelerating progress for lupus and fibromyalgia thrivers.

## Create Immediate Impact:

Corporate resources can create large-scale, meaningful change—helping us provide essential services and support to thousands of individuals and families.

## Ways to Get Involved

There are many meaningful ways for your organization to stand with us:

- Sponsor the event at one of our marketing package levels
- Form a corporate walk team for employees, clients, and partners
- Match donations raised by your team or individual employees
- Host a fundraiser such as a breakfast, luncheon, or awareness day
- Engage in cause marketing by donating a portion of sales
- Promote the Walk through company websites, newsletters, and social media
- Invite vendors, clients, and customers to join or sponsor the Walk
- Underwrite event needs, such as printing, supplies, or transportation
- Donate food, beverages, or giveaway items to enhance the event experience



## Whom to Involve Within Your Company:

Effective engagement starts with strong internal partnerships:

- Leadership – Drives commitment, decision-making, and internal momentum
- Marketing – Amplifies visibility, sponsorship benefits, and brand alignment
- Human Resources – Mobilizes employees and supports participation logistics

# SPONSORSHIP PACKAGES

[butterflywalkforlupusandfibro.org](http://butterflywalkforlupusandfibro.org)



## Wolf Level \$10,000 Presenting Sponsor

- Exclusive Presenting Sponsor recognition
- Speaking opportunity during Walk Day ceremony
- Logo placement on event backdrop
- Logo on five (5) walk route signs
- Front-row exhibitor placement (premium)
- Company logo + profile featured on Walk website and SBF website
- Logo on the Walk flyer
- Recognition in all press releases and media interviews
- Opportunity for co-branded promo video (for social media)
- Featured in SBF newsletter (spotlight feature)
- Logo on official Walk T-shirt (prime position)
- Private VIP reception with SBF Board and Special Guests (up to 6 attendees)
- 10 VIP Walk registrations for employees



## Cub Level \$5,000 Champion Sponsor

- Recognition during Walk Day ceremony
- Logo on event backdrop
- Logo on three (3) walk route signs
- Priority exhibitor placement
- Company logo on Walk website and SBF website
- Logo on the Walk Flyer
- Recognition in SBF newsletter + social media highlights
- Logo on official Walk T-shirt
- Opportunity for company volunteers to be featured on social media
- 6 VIP Walk registrations



## Butterfly Level \$2,500 Advocate Sponsor

- Recognition during Walk Day ceremony
- Logo on event backdrop
- Logo on two (2) walk route signs
- Priority exhibitor placement
- Company logo on Walk website and SBF website
- Recognition on social media
- Logo on official Walk T-shirt
- 4 VIP Walk registrations



## Caterpillar Level \$1,500 Supporter Sponsor

- Recognition during Walk Day ceremony
- Logo on one (1) walk route sign
- Exhibitor table
- Logo on Walk website
- Social media acknowledgment
- Logo on official Walk T-shirt
- 2 VIP Walk registrations

# SPONSORSHIP PACKAGES

butterflywalkforlupusandfibro.org

## Family Fun Zone Sponsorship Opportunities

### Exclusive Carnival Fun Zone Sponsor \$3000

- Exclusive naming rights: "The [Company Name] Carnival Fun Zone"
- Logo displayed at each carnival game station
- On-stage recognition during Walk Day
- Premium exhibitor placement
- Logo on Walk T-shirt
- Logo on Walk website
- 4 VIP Walk registrations
- Social media spotlight

This exclusive sponsorship provides sole branding rights for the Carnival Games area; therefore, individual Carnival Game Sponsorships will not be offered.

### Carnival Game Sponsors \$1,000 per game

- Logo signage on the sponsored carnival game (e.g., Ring Toss Sponsored by...)
- Branding at the prize table
- Social media spotlight
- Exhibitor table
- Logo on the Walk website
- Recognition during the Walk Day ceremony
- Registration for up to two (2) representatives.

#### Games Available:

- Ring Toss
- Fish Bowl (Ping Pong Toss)
- Milk Bottle Crash
- Basketball Shootout

## Additional Sponsorship Opportunities

### Exclusive T-Shirt Sponsor \$3500

- Exclusive logo placement on Butterfly Walk T-shirt sleeve
- Event signage in high-traffic areas
- On-stage recognition
- Logo inclusion on the official event flyer
- Social media highlight
- Website listing
- Registration for up to two (2) representatives.

### Entertainment Sponsor \$1500

- On-stage recognition
- Sponsor signage on or adjacent to the main stage
- "Entertainment presented by [Sponsor Name]" verbal recognition
- Social media recognition
- Website listing
- Registration for up to two (2) representatives.

### Photo Booth Sponsor \$1250

- Branding on digital photo booth images shared by attendees
- Signage at the photo booth area
- Recognition during the Walk Day ceremony
- Social media thank-you
- Website listing
- Registration for up to two (2) representatives.

### Kid's Corner Sponsor \$1000

- Logo signage at Kid's Corner
- "Kid's Corner presented by [Sponsor Name]" naming recognition
- Recognition during the Walk Day ceremony
- Social media highlight
- Website listing
- Registration for up to two (2) representatives.

# 2026 SPONSORSHIP COMMITMENT FORM

butterflywalkforlupusandfibro.org

COMPANY NAME:

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COMPANY CONTACT:

TITLE:

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ADDRESS (STREET/CITY/ZIP):

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E-MAIL:

PHONE:

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☐ **YES! We would like to sponsor the 2026 Butterfly Walk for Lupus & Fibro as a: (check one)**

☐ WOLF LEVEL Sponsor \$10,000

☐ CARNIVAL GAME Sponsor \$1,000

☐ CUB LEVEL Sponsor \$5,000

☐ T-SHIRT Sponsor \$3,500

☐ BUTTERFLY LEVEL Sponsor \$2,500

☐ ENTERTAINMENT Sponsor \$1,500

☐ CATERPILLAR LEVEL Sponsor \$1,500

☐ PHOTO BOOTH Sponsor \$1,250

☐ CARNIVAL FUN ZONE Sponsor \$3,000

☐ KID'S CORNER 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 TikTok? ☐ 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.

☐ Our payment will be made via the provided link <https://bit.ly/butterflywalksponsor2026>

☐ We would like to submit an ACH Payment directly to your bank account

**Sponsorship Deadline: June 1, 2026**

Send completed form and company logo to:

Social Butterflies Foundation

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

(P) 757.791.3026 · [admin@socialbutterfliesfoundation.org](mailto:admin@socialbutterfliesfoundation.org)

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