About Lupus LA

Our Mission: Lupus LA is dedicated to finding the causes of, and cure for lupus, while providing support, services and hope to all people affected by lupus.

- Founded in 2000 by Dr. Daniel J. Wallace, attending physician in the division of rheumatology at Cedars-Sinai Medical Center and a clinical professor of medicine at UCLA’s David Geffen School of Medicine.
- In Los Angeles County alone, there are over 60,000 lupus patients.
- Lupus LA provides more quality patient education and support programs to lupus patients than any other organization in Southern California.
- It is the ONLY organization in California to provide financial assistance to lupus patients.

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What is Lupus?

- Lupus—systemic lupus erythematosus (S.L.E.)—is a chronic and often disabling autoimmune disease.
- More than 1.5 million Americans have lupus.
- In the United States, more people have lupus than cerebral palsy and multiple sclerosis COMBINED.
- 90% of all lupus patients are women, typically in childbearing years. The majority of whom are African American or Hispanic (60%).
- Diagnosis can be difficult: There is no single laboratory test that can determine if a person has lupus.
- Treatments are rare and there is no cure. Only one new treatment (Benlysta) has been approved in the last 50 years and the ones previously approved can cause toxic and unwanted side effects.
Sponsorship Opportunities

March 14-15, 2015

June 6, 2015

September 16, 2015

November 20, 2015
LA Marathon & 5K

Date: March 14-15, 2015  
Location: Dodger Stadium  
Attendance: Over 150 Lupus LA runners and walkers; Marathon attended by thousands of runners, walkers, & spectators.  
Year Started: 2008  
Money Raised: Over $380,000  
Target Segment: Athletic/running community

Due to their exemplary fundraising, Team Lupus LA is recognized as a PREMIERE charity of the LA Marathon and receives more press opportunities and coverage than most other charity teams. Team Lupus LA has been a "Top 10" fundraiser for the last three years.

Previous Supporters Include:
Orange Ball

Date: June 6, 2016  
Location: Beverly Wilshire Hotel  
Attendance: Approximately 600 guests  
Year Started: 2000  
Money Raised: Over $4 million  
Target Segment: Affluent community leaders of Los Angeles

Lupus LA’s largest annual fundraiser, the Orange Ball is a special evening filled with great entertainment and recognition. Each year we honor individuals who work to improve the lives of those living with lupus, through medical research, advocacy, and increasing awareness. Past attendees have included Jason Alexander, Drew Barrymore, Teri Hatcher, Toni Braxton, Karina Smirnoff, George Lopez, Dakota Fanning, Seal, Paula Abdul, Natasha Bedingfield and other notable names.

Previous Supporters Include:

Seal  
Paula Abdul  
Natasha Bedingfield

Mercedes-Benz  
HBO  
dyson
Get Lucky for Lupus LA

Date: September 16, 2015
Location: Avalon Hollywood
Attendance: Approximately 500 guests
Year Started: 2010
Money Raised: Over $350,000
Target Segment: Trend setting young professionals

At this event, guests enjoy an evening of mixing, mingling and poker, all in the name of increasing awareness. The event also features a silent auction, filled with priceless memorabilia and unique experiences. Past attendees have included Nick Cannon, Slash, Melissa Joan Hart, Jason Alexander, Chris Harrison, Joey Fatone, Karina Smirnoff, Don Cheadle, Brandy Norwood, and other notable names.

Previous Supporters Include:

Kym Johnson, Gilles Marini & Karina Smirnoff
Don Cheadle
Michael B. Jordan, Toni Braxton, & Nick Cannon

Hollywood Bag Ladies Luncheon

Date: November 20, 2015  
Location: Beverly Hilton Hotel  
Attendance: Approximately 500 guests  
Year Started: 2002  
Money Raised: Over $2.8 million  
Target Segment: Influential women in Beverly Hills and Los Angeles

The Hollywood Bag Ladies Luncheon is centered on a fun-filled silent auction of coveted handbags and features a fashion show by a top designer. Guests can also bid on exciting live auction items, including exclusive tickets to Fashion Week in New York. Past attendees have included Reese Witherspoon, Rachel Zoe, Lily Collins, Taraji P. Henson, Sharon Stone, Toni Braxton, Karina Smirnoff, Kris Jenner, Snoop Dogg, and other notable names.

Previous Supporters Include:

Sharon Stone  
Reese Witherspoon  
Karina Smirnoff & Kris Jenner

Sponsorship Opportunities

Lupus LA is seeking sponsorship in the form of financial donations and in-kind donations. We love creative ideas and will customize options to your needs.

Specific Ways To Partner Include:

• On-site event activation to display/demo product.
• Celebrity photo opportunities with sponsor products and/or messaging.
• VIP table at event for executives.
• Sponsor logo and placement on Lupus LA website.
• Sponsor name and/or logo included on event invitations, mailed to approximately 5,000 Lupus LA supporters.
• Sponsor name included in pre-event and post-event press releases.
• Sponsor logo on step and repeat.
• Sponsor logo and/or advertisement placement in program or tribute journal.
Media Outreach

Lupus LA has been featured in:

... and more!
Social Media Outreach

- You can find Lupus LA on all of the popular social media channels, including Facebook and Twitter, consistently posting updates about events, patient programs, and the latest in the lupus community.
- Our followers continue to increase every day.
- Because of the nature of our page, our followers are very loyal to our social media outlets and actively participate in our posts.

The Next Step

We will create a **customized sponsorship package proposal** based on your marketing and public relations goals.

*Please contact us for more information:*

Megan Hatch | Special Events Manager
Phone: 310.657.5667 | Email: mhatch@lupusla.org

Thank you for your consideration!
Appendix
What We Do

Lupus LA raises funding for the Lupus Research Institute (LRI) and for our patient services programs, while increasing national awareness about lupus.

The Lupus RESEARCH Institute:

• Is the nation’s only nonprofit organization solely dedicated to novel research in lupus.
• Supports innovative research and ideas. The LRI identifies and recruits new scientific talent by supporting their training and research.
• Is constantly developing new laboratory and clinical trials to promote new treatments for those living with lupus.
• Since 2000, Lupus LA has raised millions of dollars for the LRI through our annual fundraising events: LA Marathon, the Orange Ball, Get Lucky for Lupus LA, and the Hollywood Bag Ladies Luncheon.
Lupus LA’s **PROGRAMS** include:

- Monthly **adult support groups** in both English and Spanish.
- **Patient education**, peer support, referrals to medical specialists and assistance navigating the entitlement and benefits process.
- **Advocacy workshops** on current legislation, working with elected officials and issues related to disparities in access to health care.
- **Emergency grants** that enable families affected by lupus to purchase life-saving medication and pay overdue bills.
- **Pediatric support groups** to help children and parents learn how to cope with the challenges of living with lupus.
- **Enrichment grants** for children allowing families with limited financial resources to provide activities such as after-school lessons in art, music and swimming.
Lupus LA increases **AWARENESS**.

- Lupus is a complex, misunderstood disease and we work hard to **bring lupus awareness to the forefront**.
- LA based- we utilize the **power of Hollywood** to elevate the level of national attention towards lupus.
- In 2013 we launched the **Lupus LA Ambassador program**, which will be comprised of celebrities and others who are passionate about our cause.
- In the last 10 years, the perception of lupus has improved, being **featured in storylines** of several national television shows, including the award-winning, “House.”

**Lupus LA Ambassadors**

Paula Abdul
Howie Dorough
Scott Grimes
Bob Guiney
Melissa Joan Hart
Alli Hillis
Kristen Johnston
Michael B. Jordan
Phill Lewis
Kellie Martin
Meredith Monroe
Parminder Nagra
Mekhi Phifer
Kristen Renton
Terri Seymour
Sharon Stone