



*get into the LOOP!®*

# 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.

## ***Board of Directors***

Adam Selkowitz, *Chairman*  
Debbi Cowan, *Vice-Chairman*  
Alan Kaye, *Treasurer*  
Dorothy Ellis, *Secretary*  
Toni Braxton  
Roger Cowan  
Kathy Gallagher  
Bridget Hood  
Janet Janjigian  
Michelle and Kaye  
Kate Kelly  
Lauren Shuler Donner  
Phil Sun  
Nancy Utley  
Janice and Daniel J. Wallace, M.D.  
Toby Berkow, *Executive Director*

## ***Medical Advisory Board***

Renee Rinaldi, MD, *Co-Chair*  
Andreas Reiff, MD, *Co-Chair*  
Rachel Abuav, MD  
Sheetal Desai, MD MSEd  
Lindsay Forbess, MD  
Bevra Hahn, MD  
Mariko Ishimori, MD  
Maureen MacMahon, MD  
C. Noel Bairey Merz, MD, FACC, FAHA  
Jay N. Schapira, MD  
Swamy Venuturupalli, MD, FACR  
Daniel J. Wallace, MD, FACP, FACR  
Michael H. Weisman, MD



# 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

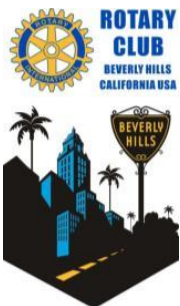
**Target Segment:** Athletic/running community



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.



*Seal*



*Paula Abdul*



*Natasha Bedingfield*

**Previous Supporters Include:**



Mercedes-Benz  
of Beverly Hills



# 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.



*Kym Johnson, Gilles Marini & Karina Smirnoff*



*Don Cheadle*



*Michael B. Jordan, Toni Braxton,  
& Nick Cannon*

**Previous Supporters Include:**

**Coca-Cola**  
zero™



**Heineken**  
open your world

**Poker**  
Stars

# 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.



*Sharon Stone*



*Reese Witherspoon*



*Karina Smirnoff & Kris Jenner*

**Previous Supporters Include:**

**roberto cavalli**

**JIMMY CHOO**

**FENDI**

**BVLGARI**



**ESCADA**





# 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.



*Natasha Bedingfield & Dyson*



*TeQava Bar Display*



*Don Cheadle & One Hope*

# Media Outreach

Lupus LA has been featured in:



People



Reality, film, and television stars came out to support funding a cure for lupus, a chronic autoimmune disorder affecting 1.5 million Americans, at the 11th Annual Lupus LA Orange Ball on Thursday evening.

Terri Hatcher posed with former Bachelor Bob Guiney and actor Scott Grimes.

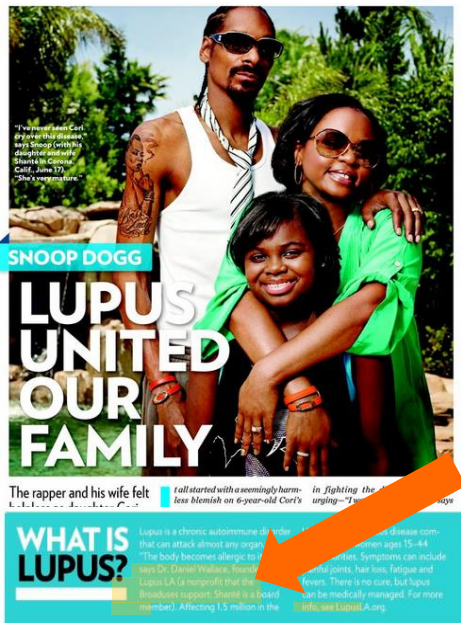
Sharon Stone, Fred Willard and Paula Abdul also posed for pics on the red carpet at the charity event.

During the gala, Paula received the prestigious Loop Award, given to an artist who committed to raising awareness for the disease with the Lupus LA Foundation.

Congrats on the award and thank you for giving back to those in your community that need it most, Paula!

Check out more pics of the celebrities that came out to support a great cause below!

[Image via WENN]



100 July 16, 2010 PEOPLE

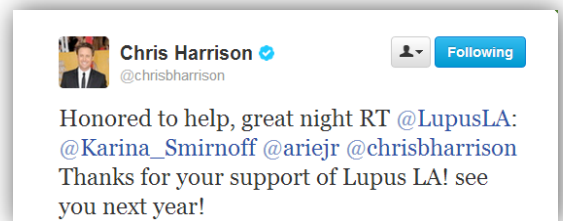


... and more!

# 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.

[www.twitter.com/lupusla](http://www.twitter.com/lupusla) | [www.facebook.com/lupusla](http://www.facebook.com/lupusla)  
[www.instagram.com/lupusla](http://www.instagram.com/lupusla)



# 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](mailto:mhatch@lupusla.org)



*Thank you for your consideration!*





# Appendix

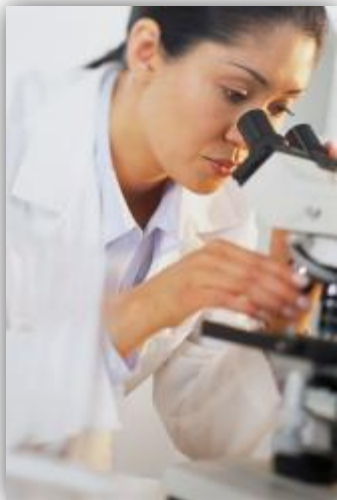
*get into the LOOP!®*

# 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.



# What We Do

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.



# What We Do

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 ambassador

### *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

