LUPUS LA
Partnership Prospectus
2026

A Letter from Our Executive Director

Lupus is a complex, chronic autoimmune disease that affects millions of people worldwide, yet it remains underdiagnosed, misunderstood, and underfunded. At Lupus LA, we believe that every person living with lupus deserves access to a timely diagnosis, equitable care, and a community that truly understands the challenges they face.

As a patient advocacy organization, our mission is to elevate the voices of lupus patients and their families, influence systemic change, and drive meaningful improvements in quality of life. Through strategic advocacy and awareness efforts, education, community support initiatives and research partnerships we are working to close the gaps in care and visibility that too often leave lupus patients behind.

This prospectus outlines our vision, current initiatives, and opportunities for collaboration as we build a future where no one faces lupus alone.

Together, we can create meaningful partnerships that benefit patients and drive progress in the lupus community.

Sincerely,

Susan Bazarsky

Susan Bazarsky
Executive Director
sbazarsky@lupusla.org

PARTNERSHIP PACKAGES

PLATINUM PARTNERSHIP

- **Live Q&As with Experts** - **(3) Sessions**
- **Patient Conference** - Exhibition Space at **(3)** upcoming in-person Conferences at Gold Level, with an opportunity to speak.
- **Spring and Fall Fundraisers** - Participation at the Platinum Level
- **Clinical Trials** listed on Lupus LA's Clinical Trial page for one year - **Up to 4**
- **Your Story Our Fight Podcast** (award-winning)
    - On-Air Recognition and logo
- **General Survey** (1) conducted to our community.
- **Social Media** and **Email Spotlighting** as a supporter of Lupus LA.

GOLD PARTNERSHIP

- **Live Q&As with Experts** - **(2) Sessions**
- **Patient Conference** - Exhibition Space at **(1)** upcoming Conference at Gold Level, with an opportunity to speak.
- **Spring Fundraiser** - Participation at the Gold Level.
- **Clinical Trial** Listed on Lupus LA's Clinical Trial page for one year - **Up to 2.**
- **General Survey** conducted to our community with content mutually agreed upon beforehand (**1** - Max: 5 questions).
- **Social Media** and **Email Spotlighting** as a supporter of Lupus LA.

4.6 Million

The number of patients, relatives, and caregivers reached across our digital platforms.

FUNDRAISERS / EVENTS

Lupus LA hosts two fundraisers annually. These events raise essential funds to support our programming and operational costs.

SPRING FUNDRAISER | Cuisine for a Cause

Lupus LA's Spring Event features exquisite cuisine from some of Los Angeles' most renowned chefs and honored Lupus champions and icons who have made significant contributions to the fight against this challenging disease.

By partnering with us, you'll elevate your brand's visibility among influential changemakers, industry leaders, medical community, and dedicated advocates in the Los Angeles community while aligning with a cause that profoundly impacts thousands of lives every year.

SPONSORSHIP LEVELS

DINNER CHAIR
DINNER CO-CHAIR
GOLD SPONSOR
SILVER SPONSOR

BENEFITS TO INCLUDE:

- Tables or Tickets to the event
- Logo on Step & Repeat, Invitation, Website
- Logo on Invitation and Event page
- Digital Tribute Journal Ads
- All levels include social media and e-newsletter features

***Final Sponsorship Levels will be shared 3-4 months prior to the event. The levels outlined above may be subject to change prior to final distribution.**

EDUCATION IN THE COMMUNITY

Summer Community Series (In-Person)

Lupus LA is proud to present a three-part Summer Community Series dedicated to lupus education, awareness, advocacy, and support in South Los Angeles. Taking place across three in-person community gatherings in August, September, and October 2026, this intimate educational series is designed to meet people directly in the neighborhoods most impacted by health disparities and barriers to care.

These events will bring together patients, caregivers, healthcare professionals, advocates, and local residents for meaningful conversations around lupus awareness, early detection, access to resources, and community wellness. While intentionally small in audience size, this community-centered program creates opportunities for authentic engagement, trust-building, and direct connection with attendees.

DELIVERABLES

- On-site exhibition space.
- Speaking Opportunity available.
- Logo inclusion on all printed material.
- Hyperlinked Logo inclusion on Lupus LA’s website.
- Social Media Recognition.
- Inclusion on a Lupus LA Branded E-blast alongside other sponsors at this level.

CONFERENCE DATES

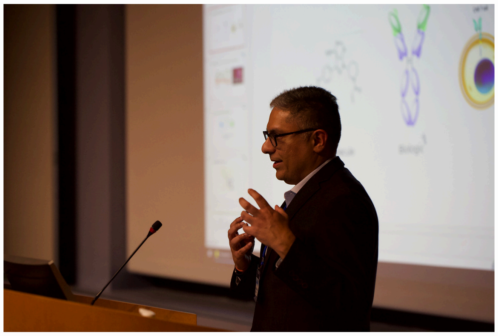
August 15th, 2026
September 19th, 2026
October 24th, 2026

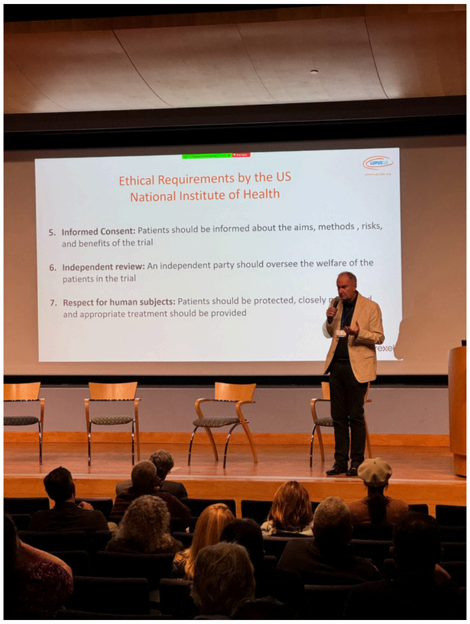
PATIENT CONFERENCES (IN-PERSON / STREAMING)

Lupus LA hosts three in-person patient conferences each year, featuring 3–4 speakers, live Q&As, and a patient panel discussion. Our conferences are live streamed and recorded, with live Spanish and ASL interpretation, to serve a broad and diverse audience. We proudly partner with top institutions such as UCLA, USC, and UCI to bring the latest in lupus research and care to the patient community.

DELIVERABLES

- On-site exhibition space.
- Speaking Opportunity available.
- Logo inclusion on all printed material.
- Hyperlinked Logo inclusion on Lupus LA's website.
- Social Media Recognition.
- Inclusion on a Lupus LA Branded E-blast alongside other sponsors at this level.
- Post-event streaming to our social channels.
- Live Spanish and ASL interpretation available.





CLINICAL TRIAL PROMOTION

Lupus LA has achieved remarkable success in recruiting participants and educating our community about clinical trials. Through targeted outreach and informative expert sessions, we've increased awareness and e, empowering individuals to take an active role in advancing medical research.

PACKAGE A | CLINICAL TRIAL PROMOTION

- Branded clinical trial (1) posted for 1 year or duration of the trial on our website.
- Branded announcement in our monthly e-blast.
- Dedicated Social post (1) on Facebook, Instagram and Twitter/X.

PACKAGE B | 1 LIVE EDUCATIONAL EVENT + PROMOTION

- YouTube Live with Expert (1) - optional Q&A
- Branded clinical trial (1) posted for 1 year or duration of the trial on our website.
- Dedicated E-blast (1) promoting the Live event.
- Dedicated Social Media Post (1) on Facebook, Twitter, Instagram, and LinkedIn.

PACKAGE C | LIVE EDUCATIONAL SERIES + PROMOTION

- A 3-episode YouTube Live series addressing our community directly.
- Branded clinical trial (1-3) posted for 1 year or duration of the trial on our website.
- Sponsored E-blast inclusion
  - Dedicated e-blast (1) promoting the Live event.
  - Monthly e-blast story inclusion (1).
- Social Media Promotional Posts
  - Event Promotional Post (1) across Facebook, Twitter, Instagram, and LinkedIn.
  - (1) Permanent Repost of the Live Replay on Lupus LA's YouTube Channel.

Enrollment results are not guaranteed. We will work with you to target audiences that fall within the parameters of your study.

DIGITAL OUTREACH

Social Media and Email Outreach

Connect with our national or targeted community with branded or unbranded content.

Social Media

- (1) **PERMANENT SOCIAL POST** on Facebook, Instagram, and Twitter
- (1) **SOCIAL STORY AD (24 Hours)** on either Facebook or Instagram

Email

- (1) **DEDICATED E-BLAST** shared to Lupus LA’s email audience
- (1) **STORY INCLUSION** in Lupus LA’s E-newsletter

Website

- (1) **CLINICAL TRIAL or STORY POST** shared on Lupus LA’s website

Your Story Our Fight Podcast

Lupus LA’s award-winning Your Story, Our Fight® podcast offers patients a unique opportunity to share their journeys with a global community. By attaching your name and brand, you help raise awareness and ensure we can continue amplifying the full spectrum of patient stories and experiences.

DELIVERABLES

- On-Air Acknowledgement.
- Tagged posts across Facebook, Twitter, Instagram, LinkedIn.
- Lupus LA Branded Email to include hyperlinked company logo.

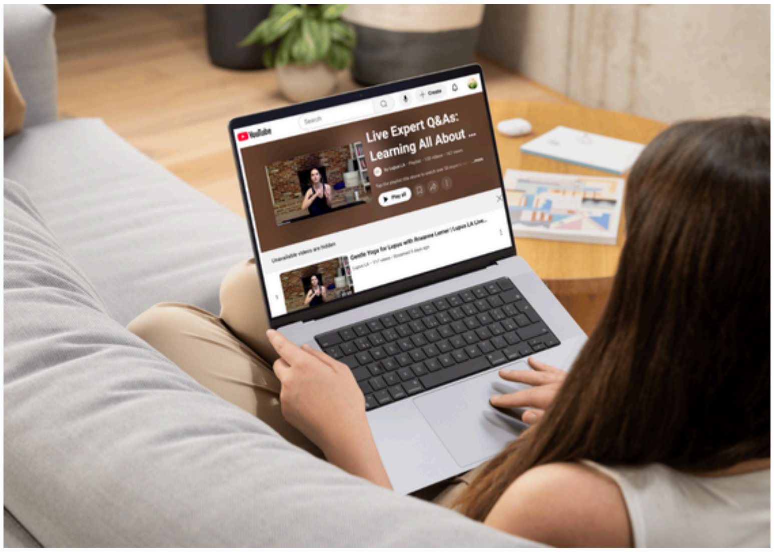
EDUCATIONAL PROGRAMMING

Live Sessions with Experts

These live sessions offer a unique platform for leading experts to engage directly with the lupus community, fostering an invaluable dialogue where patients can ask questions and gain insights tailored to their needs. This opportunity features one presenter mutually agreed upon between Lupus LA and your organization and livestreamed on YouTube (Branded or Unbranded). Approximately 2 per month.

INCLUDES

- Social Media Promotion
- Hyperlinked Logo inclusion on Lupus LA’s website
- Lupus LA Branded Email
- The Recorded Presentation remains on our YouTube channel to be viewed at any time for our patients to access
- Spanish captioning available upon request.
- Post-session metrics available upon request.



TARGETED OUTREACH

Lupus LA understands that every company has unique goals when it comes to reaching the lupus community. Through our established network and deep roots in the lupus community, we offer opportunities to engage with individuals and small, curated groups in a variety of meaningful ways.

We can tailor a custom proposal to bring your ideas to life or collaborate with you to conceptualize what this outreach could look like for your organization.

Surveys

Partner with Lupus LA to **share your survey** within our community. Following the review and joint approval of shared language, we will distribute your survey to both our social and email audiences.

This opportunity includes:
- Permanent Social Post (1) on Facebook, Instagram, and Twitter/X.
- Story Posts (2) on Lupus LA’s Facebook and Instagram (Duration: 24 hours).
- Dedicated E-blast (1) with links to survey.
- Story inclusion (1) in our monthly e-blast.

Additional Outreach Opportunities

Lupus LA helps partners connect with qualified patients and caregivers for clinical trials, advisory boards, and other initiatives. Through our trusted relationships and deep community reach, we identify the right participants and provide clear communication throughout the process. We ensure you reach the most appropriate, pre-qualified individuals for your specific needs (campaigns, research, or other engagement opportunities) while upholding the highest standards of privacy and trust.

Pricing available upon request.

We will work with you to target audiences that fall within the parameters of your survey/study.

WEBSITE AND DIGITAL NAVIGATION

In order to remain an essential resource to our communities, we are constantly updating our engagement with patients and providers on all digital platforms to enhance accessibility, navigation, and modern digital capabilities. This ongoing work creates a more inclusive and user-friendly experience for patients, caregivers, providers and supporters.

Enhancing AI-Ready Content and Accessibility

- With a growing number of patients turning to AI chatbots and search tools for health information, Lupus LA is prioritizing upgrades to our website that ensure the organization is easily searchable, accurately interpreted, and seamlessly integrated into AI-powered tools like ChatGPT, Google SGE, and voice assistants.

Interactive Newly Diagnosed Patient Roadmap

- Lupus LA’s digital Patient Roadmap will guide newly diagnosed patients through the first steps after diagnosis, offering emotional support, care planning, and extensive resources at each relevant stage in diagnosis. The interactive format includes tips for managing flares, building care teams, and understanding next steps.

Interactive Provider Roadmap for Primary Care Physicians

- This digital tool equips primary care providers with an interactive roadmap for identifying and diagnosing lupus earlier. Featuring symptom checklists, decision trees, referral pathways, and guidance from Lupus LA’s Medical Advisory Board, it’s easy to use and share.

DELIVERABLES:

- Press release announcement inclusion
- Logo placement on website homepage
- Mentions in newsletters and social media posts highlighting the update

PATIENT SUPPORT PROGRAMS

Support Groups

Lupus LA's Support Groups offer community to patients on their whole-health wellness journey. Lupus LA offers **6 monthly** virtual support groups so patients can join from anywhere in the world:

- Adult Group
- Patient/Family Bilingual Group
- Spanish-Language Only Group
- Young Adult Group
- Male-only Group
- Teen Support Group

Your Support Comes with:

- Hyperlinked Logo inclusion on Lupus LA's website and support group e-blasts
- Lupus LA Branded Email sent to Lupus LA's opted-in email audience.

Emergency Grant Program

Lupus LA offers up to $500 per year in emergency financial assistance to qualifying patients, helping cover essential expenses such as medications, co-pays, utilities, and other urgent needs.

In 2025, we expanded this vital program nationwide in response to the growing demand for support, ensuring patients across the country have access to critical resources during times of crisis.

With your partnership, we can extend this lifeline to even more individuals facing financial hardship, demonstrating a shared commitment to improving the lives of those impacted by lupus.

LUPUS LA IN THE COMMUNITY

Pediatric Rheumatology Fellowship

The number of incoming rheumatologists has been steadily decreasing. Lupus LA is committed to reversing that trend by supporting rheumatology fellowship programs at **multiple institutions** to foster the next generation of lupus care providers.

We are currently in the final year of support for a 3-year Pediatric Rheumatology Fellowship at Children's Hospital Los Angeles. This Fellowship combines in-patient and out-patient clinical training along with research experience.

We are seeking support to fund the next 2-3 year program at a local institution. The total cost of the fellowship is upwards of $100,000 annually (including salary, benefits, research, medical licensing, membership fees and accreditation). Please consider joining other dedicated donors in support of this initiative.

Camp for Kids with Lupus

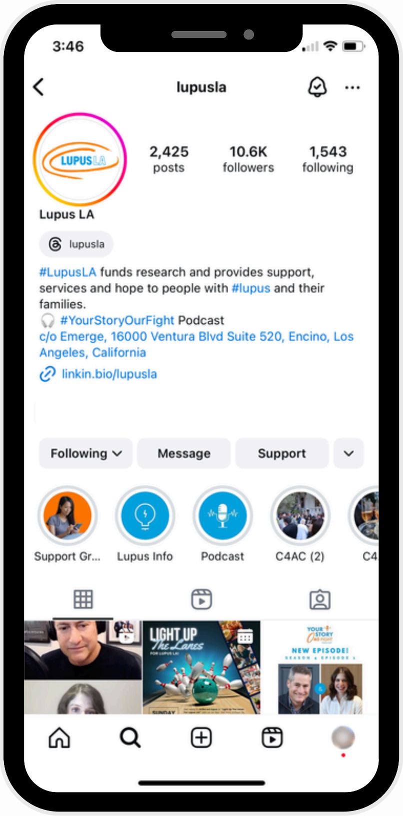
Lupus LA partners with The Painted Turtle, a camp that gives kids with serious medical conditions, including lupus, the chance to enjoy a safe and fun camp experience.

Your sponsorship will help cover the cost for children with lupus to attend a weekend camp session, providing connection, fun, and a much-needed break.

Deliverables:
- Logo on Lupus LA website spotlighting this program.
- Recognition on Lupus LA social media and e-newsletters.
- Mention on Lupus LA website highlighting this partnership.
- A brief impact report with photos and stories from camp.

Lupus LA's
DIGITAL METRICS

- Lupus LA has over **38,100 Followers** across 6 major social channels: Facebook, Instagram, Twitter, TikTok, LinkedIn and YouTube.
- Since expanding our digital patient education programs and resources in 2020 to meet the dire need for timely, accurate patient information around lupus and COVID19, Lupus LA has reached over **4.6 million patients, relatives, and caregivers** across our digital platforms.
    - Social Media Reach: **7,758,152** users
    - Website Reach: **308,621** users
- In 2024, overall impressions across our social media channels increased by 25% to **1,223,294.**
    - **We also saw over 46,470 engagements** from the community during this timeframe.
- Since 2020, our digital platforms have received **20,231 direct messages** from patients with questions, needs and concerns.
- Our newsletter audience includes 5,558 active users with an average open rate of 44%.



#LupusLA funds research and provides support, services and hope to people with #lupus and their families.
🎧 #YourStoryOurFight Podcast
c/o Emerge, 16000 Ventura Blvd Suite 520, Encino, Los Angeles, California
linkin.bio/lupusla

Lupus LA's Monthly Digital Impact

- Monthly Website Views: **5,000-10,000+**
- Monthly Social Media Impressions (on Facebook, Twitter, Instagram, TikTok, LinkedIn, & YouTube): **100,000-300,000+**
- Monthly Social Engagements: **5,000-15,000+**
- Monthly Video Views: **20,000-80,000+**
- Engagement Rates Per Impression: **4%**
    - Several times higher than the Nonprofit Industry Benchmark for Social Media Engagement in 2024 which was **0.76%** (A Blended Rate for Instagram, Facebook, Twitter and TikTok).

Social Media Platforms

Lupus LA’s DEMOGRAPHICS

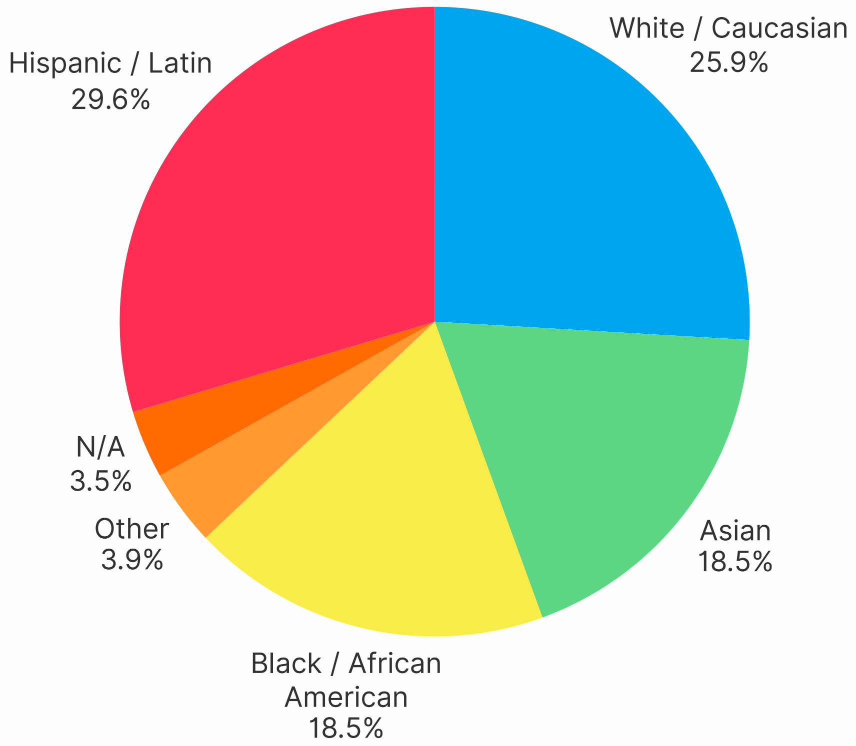
Gender

- **86%** of our Audience identifies as Female
- **12%** of our Audience identifies as Male
- **2%** of our Audience as Other or selected not to disclose

Geography

- Lupus LA's digital footprint extends internationally, with the core of our audience residing within the United States, followed by Canada, the UK and Australia on Facebook, and Canada, the UK and Brazil.
- Since 2020, we have reached users in 204 countries across 5 continents.
- Currently, our top 2 U.S. Cities reached are Los Angeles and New York.

*Ethnicity**



**Information gathered from conference and online surveys.*