LUPUS LA's 2026 Media Kit

PARTNERSHIP OPPORTUNITIES



MAKING AN IMPACT

Partner With Us



- About Lupus LA
- What We Offer
- Meet Our Audience
- Partnership Opportunities
- Case Studies

About Lupus LA

Lupus LA is an independent national non-profit health organization located in Los Angeles. Lupus LA is committed to finding the cure and causes of lupus while providing education, support, resources and hope to all who suffer from this autoimmune disease. Through fundraising events, patient conferences and programs, community support and advocacy, Lupus LA works to improve the lives of those affected by lupus around the world.

With over 1 million individuals affected by lupus in the United States - there is no cure, and awareness and understanding remain limited. Lupus LA has raised over $13 million for the cause, and in 2020 expanded its digital patient educational programming and now reaches over 4.3 million individuals worldwide.



OUR FOCUS

From emergency grants for patients in need, to free events and educational programming for lupus patients, we are leveling the playing field in this often inequitable space ensuring that lupus patients receive the care that they need and deserve. Whether you can volunteer, donate or participate in one of our events, we welcome you to join our global community!

01

PATIENT SERVICES & 1:1 SUPPORT

Support Groups, Educational Programming, Emergency Grants and More!

02

RESEARCH & FELLOWSHIPS

We support Medical Fellowships and Cutting-Edge Lupus Research

03

AWARENESS & ADVOCACY

We spread awareness through our national educational programs, advocacy efforts on the state and national level and our Your Story Our Fight podcast.

Meet Our Audience

Social Impact

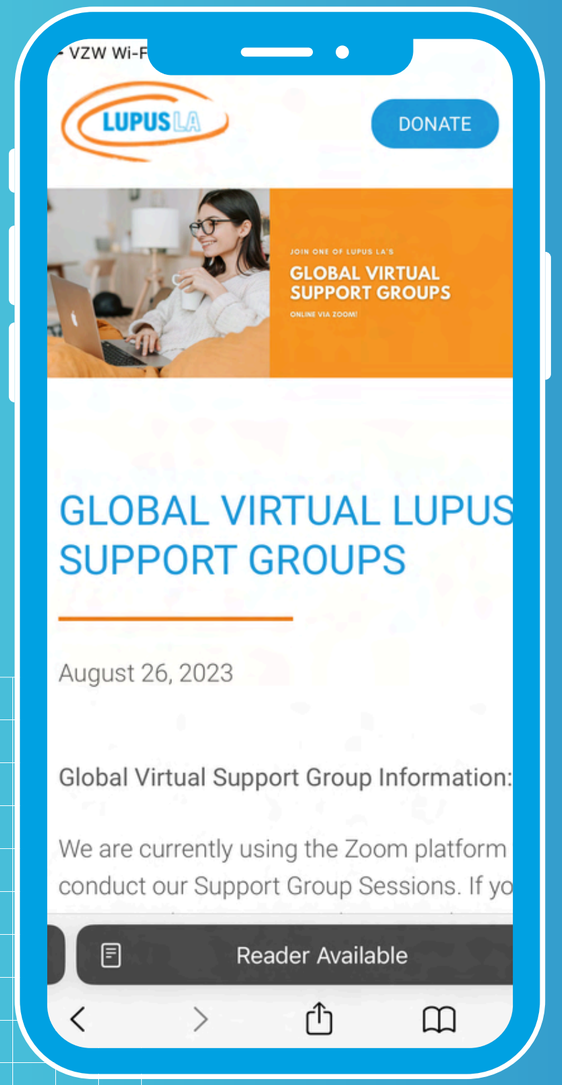


38K+
FOLLOWERS

20K+
DIRECT MESSAGES
RECEIVED ANNUALLY

4.6M
PATIENTS REACHED
SINCE 2020

Meet Our Audience



VIRTUAL AUDIENCE DATA

86%

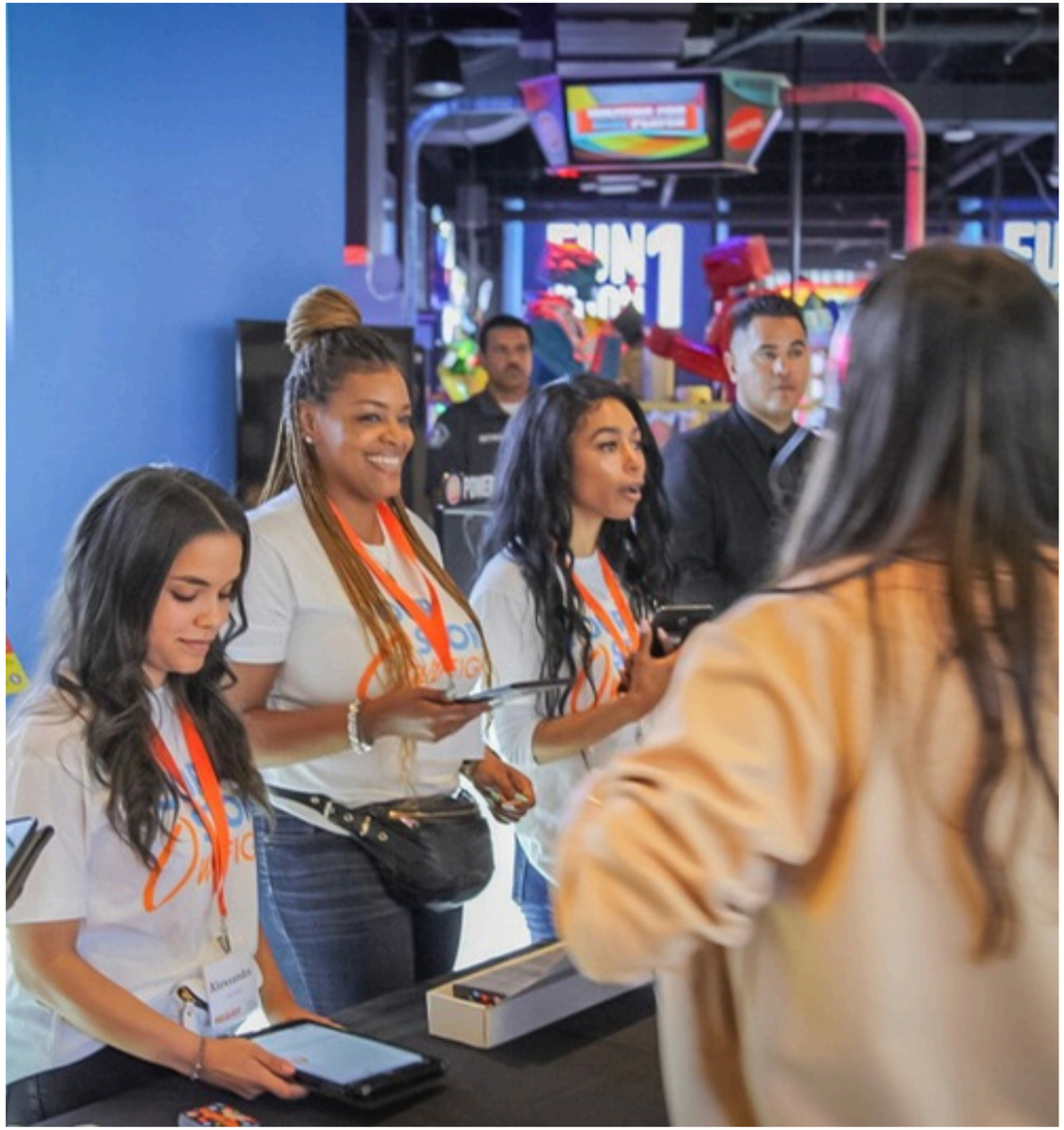
WOMEN

A 25-44

58.4% OF OUR AUDIENCE IS AGED 25-44

ETHNICITY:

- 29.6% LATIN/HISPANIC
- 25.9% WHITE/CAUCASIAN
- 18.5% BLACK/AFRICAN AMERICAN
- 18.5% ASIAN



“

Lupus LA is everything special. They always have my back in ways I don't fully know. There's nothing I can't get through with my family and Lupus LA in my corner.”

- Wanda S., Lupus Patient

Patient Impact

1:1 Patient Support

"The support of Lupus LA has been so wonderful. Help giving grants, support groups, helpful tips, places to get information and further assistance. It has made a difference in so many ways knowing I have support, and that others with lupus go through similar issues - and also need help sometimes. I have been involved with Lupus LA for years, and have been able to get grants and so much more each and every year. There is just kindness and unwavering support. I am so grateful."

- Lupus Patient and Emergency Grant Recipient

Patient Impact

Emergency Grants for Patients in Need



Thank you for what you are doing. My journey has been a long one. During the last year, I was led to Dr. Donald Thomas' YouTube talks on Lupus LA, and I was able to garner needed information regarding my health. I was also able to hear other patients' stories through **Your Story Our Fight**. All of this led me onto the path I should have been on over a decade ago, despite being under a rheumatologist's care. I cannot thank you enough! What you are doing is needed more than you know. - Lupus Patient

Patient Impact **Patient Education: Access to Live Experts**

"I want everyone to know what a relief it is to know you have helped me. I am enormously grateful for my grant. You've helped with the great burden of my bill that I couldn't pay. I'm screaming "Thank You" from the bottom of my heart. Just a little note of great enormous appreciation of your kindness. Thank you!"

- J.A., Lupus Patient & Emergency Grant Recipient

Patient Impact

Emergency Grants for Patients in Need

Global Patient Reach

Impacting Patients Globally With A Powerful Online Platform

Since 2020, Lupus LA has expanded its impact far beyond Southern California, reaching individuals in 204 countries/principalities across 5 continents.

Through our online support groups, educational resources, and advocacy efforts, we've built a global community for lupus patients, their families, and healthcare providers. Our goal is to provide accessible information and support to anyone affected by lupus, no matter where they live. With virtual events, social media outreach, and online content, Lupus LA continues to connect and empower the worldwide lupus community.

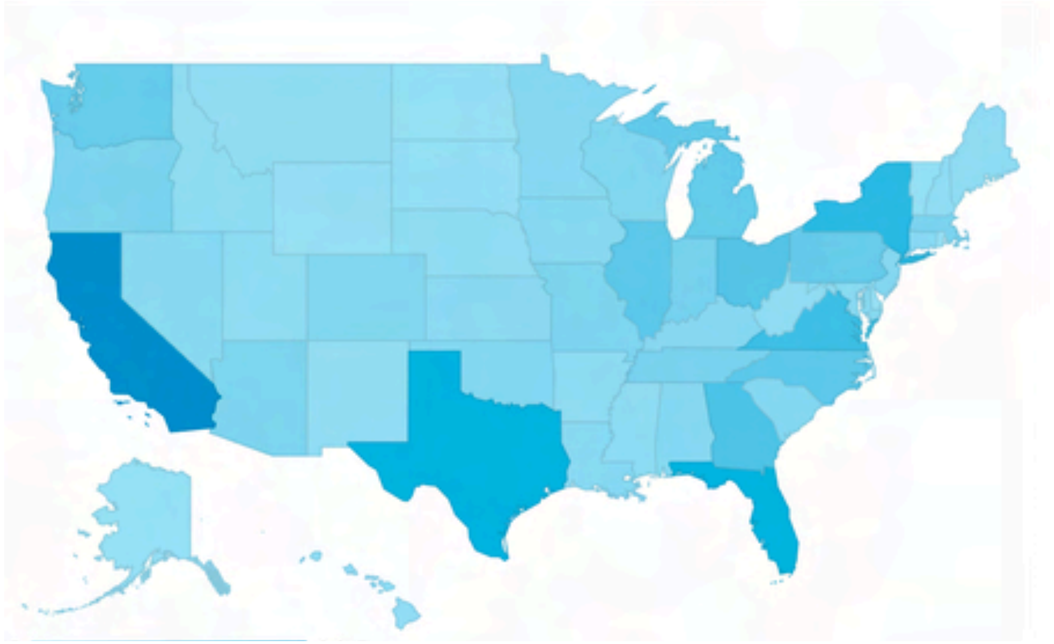
- **2024 Top Countries: US, UK, Canada, Spain, Australia, India and China. We also saw growing viewership from Argentina, Colombia, Germany and the Phillipines**

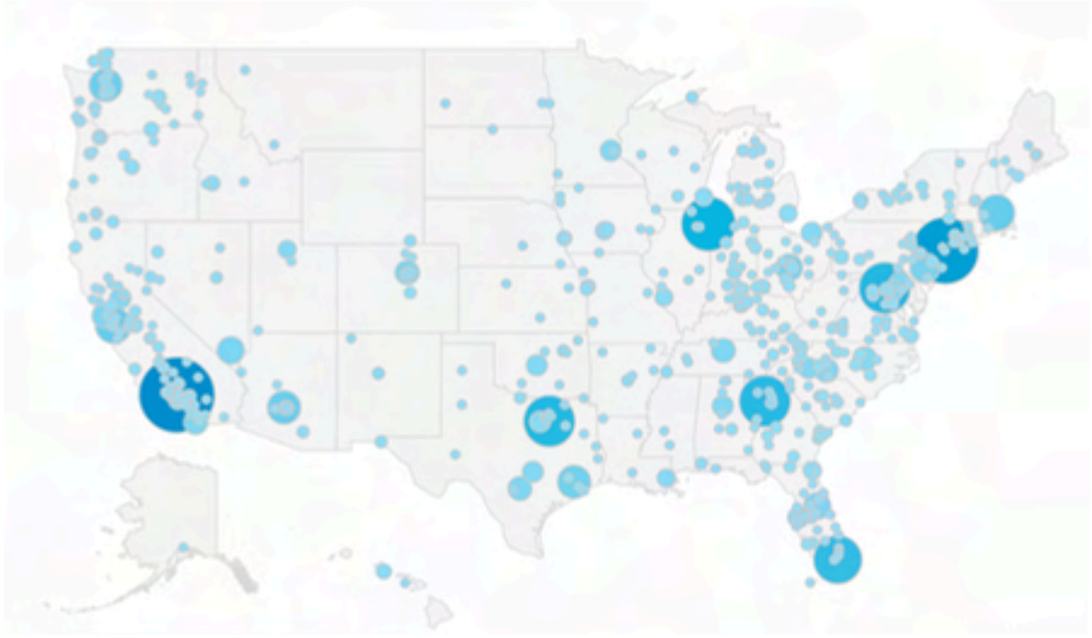


National Footprint

After a dire need for lupus education and timely, trusted news emerged during 2020, Lupus LA has become an independent, national nonprofit that has grown to serve patient audiences across the U.S.

- **2024 Top States:** Calfornia, Texas, New York, Florida, Virginia, Illinois, Georgia, Washington and Ohio.





Key Performance Indicators

Lupus LA has leveraged its digital platforms to become a global leader in providing vital support and information to the lupus community. Through our engaging content on social media channels like Instagram, Facebook, X (Twitter), TikTok, LinkedIn and YouTube, we have grown a loyal following of thousands, with millions of impressions annually.

Our expert live sessions, podcasts, and educational videos reach patients and their families worldwide, offering essential resources on living with lupus. Our targeted outreach efforts and partnerships with influencers have allowed us to effectively raise awareness, empower patients, and foster a supportive, informed community across continents.

52k+

Annual Social Engagements

So far in 2025, we have seen saw over 51,860 engagements from the lupus community.

44%

Email Open Rate

Our newsletter audience includes 5,558 active users with an average open rate of 44%.

1.6m

Annual Social Impressions

In 2025, overall impressions across our social media channels increased by 21% to 1,637,264.

Broad Media Footprint

We know how to make an impression.

1.5 Billion+ Impressions

1.5 billion media impressions are garnered annually through branded events and activations with Lupus LA Celebrity Ambassadors.

“Lupus LA generates over 1 billion media impressions and millions of dollars in ad value each year.”

- Celebrity Publicist, Carolyn Zwyfel

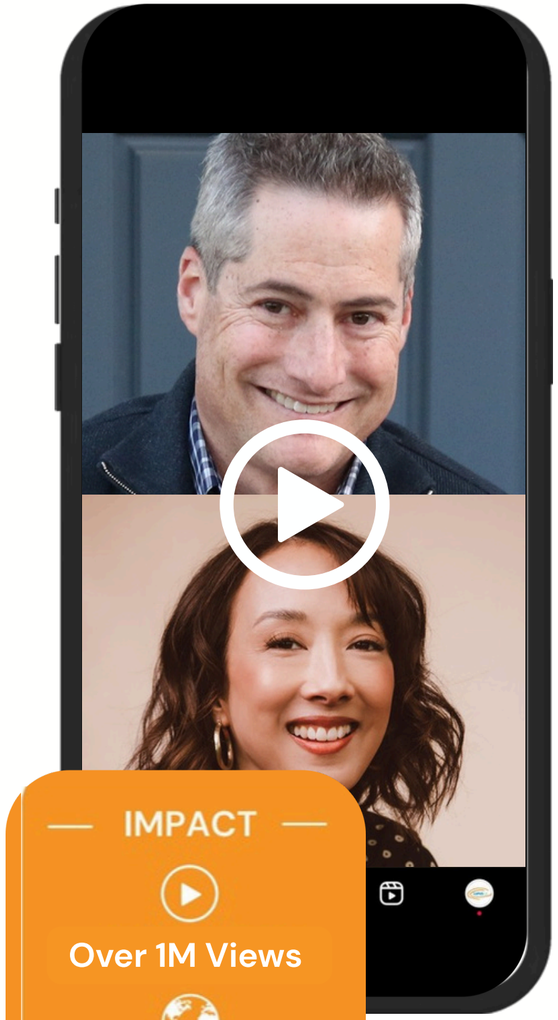


Original Podcast

YOUR STORY Our FIGHT PODCAST

The Your Story Our Fight® podcast gives a voice to lupus patients while continuing Lupus LA's mission to raise lupus awareness worldwide. Hosted by the Chairman of Lupus LA and a lupus patient himself, Adam Selkowitz, the podcast features patients from all walks of life, sharing stories about their unique lupus journeys!

With a focus on inspiration and hope, Lupus LA's podcast provides support and optimism to a patient community looking for assurance that they are not alone.



IMPACT

Over 1M Views

55+ Countries

38k Followers

Viewerships/Downloads:

- Over 1 Million Total Views/Streams/Downloads

Top Episodes:

- Fitness Influencers, Juice & Toya
- Executive Producer, Maurissa Tanchereon
- Psychologist, Monica Blied PhD
- FOX Searchlight's Nancy Utley

Locations/Geography:

- 5 continents
- 56 Countries
- 943 U.S. Cities

Top Listener Sources: (all view sources)

1. Social Media
2. Apple Podcasts
3. Spotify
4. Audible
5. Buzzsprout (LupusLA.org/podcast Episode Player)
6. Amazon Music
7. Google Podcasts
8. Overcast
9. Podcast Addict
10. iHeartRadio

www.lupusla.org/podcast

#YourStoryOurFight

Ways to Partner

01 **FULL PARTNERSHIPS**

- Comprehensive and Custom Relationships Crafted By Our Team

02 **EVENTS**

- Patient Conferences
- Fundraisers: Gala
- Fundraisers: Events
- Global Symposium

03 **ONLINE**

- Social Media
- Email
- Website
- Branded Live Experts Sessions
- Podcast

Partnership Sampling





Featured Partnerships









Sponsorship Case Study

Partner: Parexel

Clinical Trial Patient Education Series

To forge a meaningful connection with the lupus community and educate patients about clinical trials, Lupus LA created a custom Live Expert Education Series in partnership with Parexel.

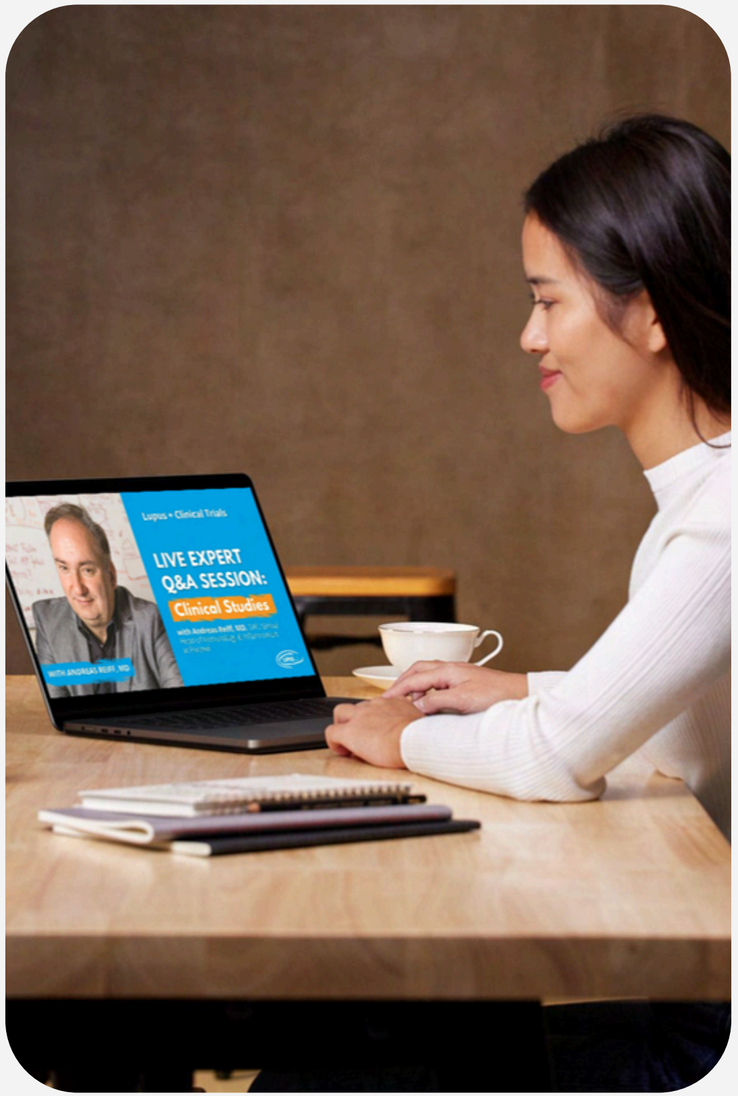
The branded series included two Live Educational Webinars with Parexel and one Live Q&A Session with a Parexel Medical Expert to answer the top questions resulting from the educational webinars. All content was broadcast across Lupus LA's social media platforms and lives permanently on Lupus LA'sYouTube channel and on a LupusLA.org custom landing page. This series demystified clinical trial concerns for our community, and the results speak for themselves:

87.1% were more comfortable asking about clinical trials.

In a 62-participant survey conducted post-series, 87.1% of series participants reported that they were more comfortable asking their doctor about clinical trials.

69.4% were more likely to participate in a clinical trial.

In the same survey, 69.4% of series participants reported that they were more likely to participate in a clinical trial as a result of their participation.



What Partners Are Saying

Live Expert Education Series



"Unique opportunity to reconnect with the lupus community and discuss issues that may not be on our radar as health care providers or pharma representatives, but are important for the patients."

– Dr. Andreas Reiff, Chief Medical Officer @ Parexel

Sponsorship Case Study

Keck Medicine of USC

Partner: USC Keck

Clinical Trial Sourcing + Participation

In order to fill qualified participants in a critical rheumatological study about reproductive medicine in lupus, Lupus LA partnered with Dr. Leanna Wise, director of USC's Research Grant.

This customized campaign created targeted outreach through social media posts and email activity that allowed USC to optimally reach a specific subset of lupus patients (female, ages 21-45) living within the greater Los Angeles area. This campaign quickly and successfully sourced the study with interested participants who were more likely to be an effective match for the study demographics.

65+ Participant Inquiries within 1 Month of Activity

Our team communicated regularly with the study coordinator to ensure our awareness of ongoing results, and to track progress.

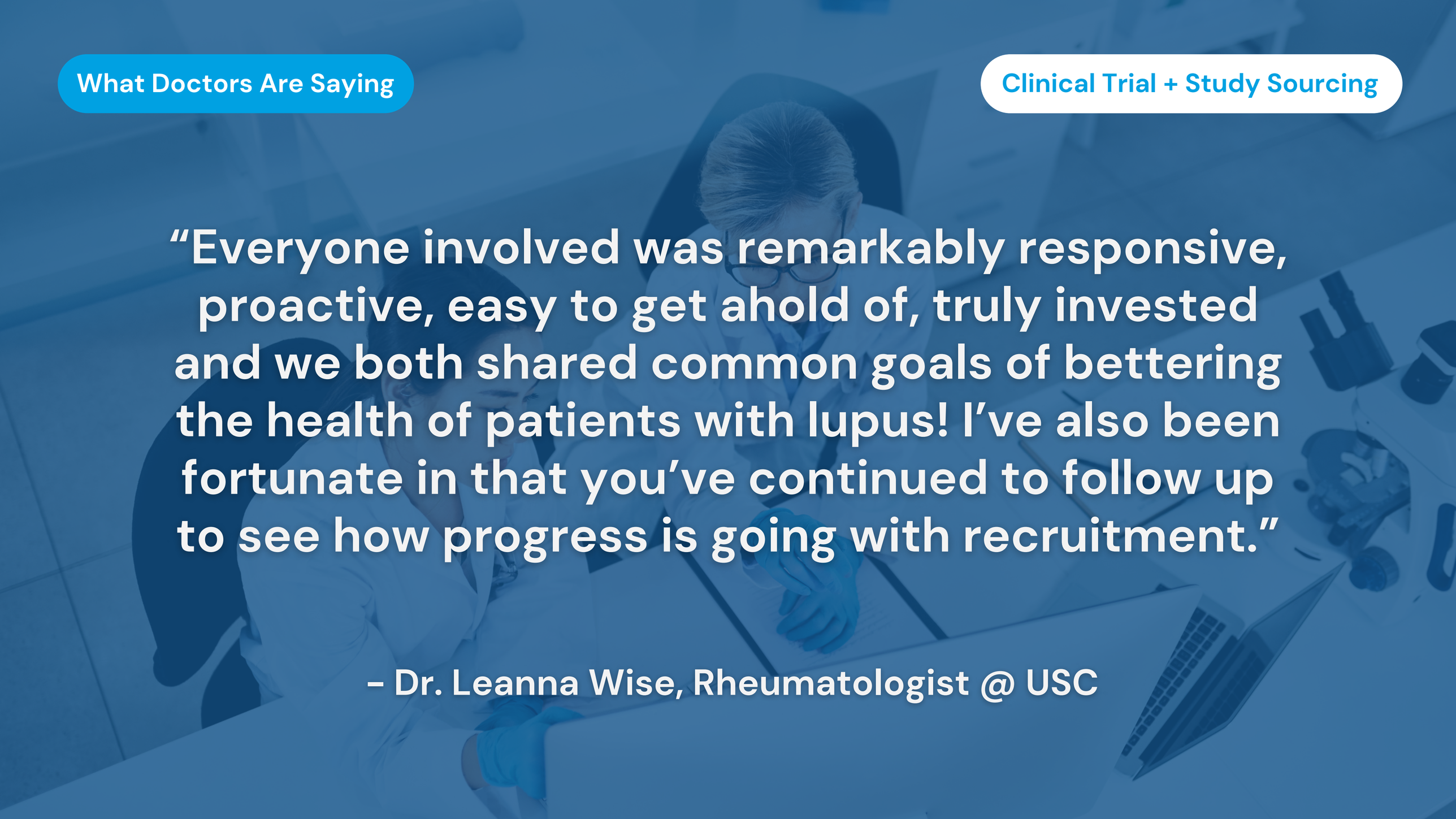
25 Qualified Participant Interviews Scheduled Early

As a results of this partnership, the study was able to schedule qualified participants ahead of schedule, without needing to rely solely on on-site clinic recruitment.



What Doctors Are Saying

Clinical Trial + Study Sourcing



"Everyone involved was remarkably responsive, proactive, easy to get ahold of, truly invested and we both shared common goals of bettering the health of patients with lupus! I've also been fortunate in that you've continued to follow up to see how progress is going with recruitment."

– Dr. Leanna Wise, Rheumatologist @ USC

Sponsorship Case Study

Partner: Aurinia

Promoting Patient Education, Advocacy & Innovation

To Empower the Lupus Community Through Education & Advocacy, Aurinia sponsored Lupus LA's 2024 UCLA Patient Conference

We partnered with Aurinia Pharmaceuticals to promote patient education, advocacy, and innovation through their sponsorship of our recent in-person conference. This partnership allowed Lupus LA to provide a valuable platform for hundreds of attendees, including patients, caregivers, and healthcare professionals, to engage with leading experts on the latest developments in lupus treatment and care. Aurinia's sponsorship played a pivotal role in making the event a success, reinforcing their commitment to advancing lupus research and patient empowerment. This partnership serves as a model for future collaborations, demonstrating how corporate sponsorship can create impactful opportunities for education and advocacy within the lupus community.

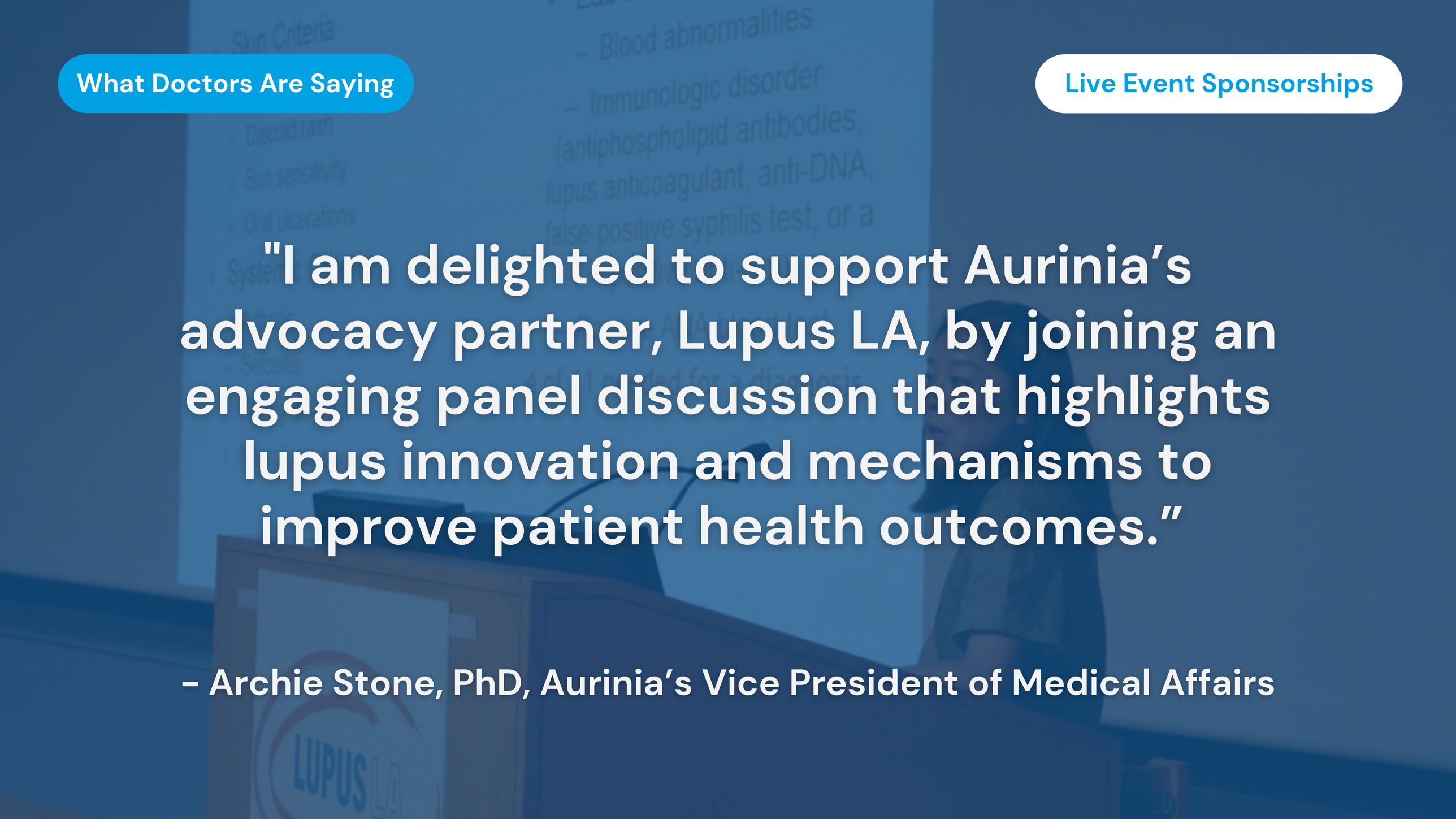
125+ Patient Registrations!

Over 125 lupus patients, caregivers and family members attended the conference to learn, connect and enjoy a day of engagement with top medical professionals and innovative organizations.

3,500+ Viewers Online *(Replay)*

To be inclusive of Lupus LA's global community and to be mindful of mobility and access limitations within our community, the event content was offered for online viewing.




What Doctors Are Saying
Live Event Sponsorships
"I am delighted to support Aurinia's advocacy partner, Lupus LA, by joining an engaging panel discussion that highlights lupus innovation and mechanisms to improve patient health outcomes."
– Archie Stone, PhD, Aurinia's Vice President of Medical Affairs

Additional Partnerships









Event Partner Case Study

Paramount Pictures

Fundraising Event Partner: Cuisine For A Cause 2025

In Spring 2025, Paramount Pictures partnered with Lupus LA to sponsor Cuisine For A Cause, an exclusive fundraising event at Vibiana in Downtown Los Angeles designed to support underserved patient in the lupus community across the nation, and the world. The evening celebrated culinary excellence while spotlighting the urgent needs of lupus patients across the world, and as a part of Paramount's commitment to corporate social responsibility and amplifying underserved voices, this parternship directly supported Lupus LA's mission to provide critical patient services, advocacy, and education while raising awareness for a disease that impacts over 1.5 million Americans.

Supporting Underserved Patients Nationwide

With 300+ attendees, including lupus patients, caregivers, physicians, and the broader Los Angeles philanthropic and entertainment communities, Paramount's support helped expand Lupus LA's reach to patients nationwide who face barriers in care, resources, and advocacy. This impact extended well beyond the event itself, funding programs that directly connect patients to services they need most.

Elevating Advocacy Through Culture & Community

Cuisine For A Cause paired 7+ celebrated chefs with Lupus LA's medical and advocacy leaders, blending food, entertainment, and awareness into an unforgettable night. Paramount's support not only positioned their brand alongside Los Angeles' top cultural and philanthropic figures but by aligning with Lupus LA, Paramount Pictures reinforced its role as a champion for causes that inspire change and bring visibility to communities that often go unheard.






VARIETY

Cedric the Entertainer and Paramount Pictures' Michael Ireland and Wife Jay to Be Honored at Lupus LA's Cuisine for a Cause

Lupus LA will honor Cedric the Entertainer as well as Paramount Pictures' Michael Ireland and his wife Jay at the organization's Cuisine for a Cause in April in downtown









What Partners Are Saying

Live Event

"Lupus LA has spent the last 25 years supporting patient services, medical research and championing Lupus advocacy. We know because we've benefitted from their tireless work ourselves and we are honored to help further their efforts to provide real, tangible results for the Lupus community."

– Jay Ireland, Owner of Clover Travel &
Michael Ireland, President of Production, Paramount Pictures



What Partners Are Saying

Live Event

"Working with the Lupus LA team was a true pleasure from start to finish. They brought such professionalism, care, and creativity to every stage of the process, making the entire experience seamless and memorable. Their attention to detail and genuine passion for their mission came through in every touchpoint, making the evening as meaningful as it was beautifully executed."

– Jasmine Pezeshki, Senior Account Executive, Talent @ R&CPMK

R&CPMK

Event Partner

In-Kind Donation Partner

Paint & Sip Studio LA

Patient Community Event Partner: #PowerOfArt 2025

Paint and Sip Studio LA proudly partnered with Lupus LA for the #PowerOfArt, a unique community event hosted by Lupus LA Board Member, artist, and lupus warrior Donna Jordan. Set in the serene greenery of Rolling Greens in Los Angeles, this special Paint-and-Sip experience brought lupus patients, supporters, and caregivers together to explore the healing benefits of creativity and connection. The partnership with Paint and Sip Studio LA helped make this event truly accessible - providing discounted art kits and supplies to all participants, including those joining virtually from across the country. With hundreds of participants tuning in and attending in person, the event served as a joyful reminder of the power of expression and storytelling through art, especially in the chronic illness space.

Championing Art Therapy for the Chronic Illness Community

Through their generous in-kind donation of discounted art kits, Paint and Sip Studio LA helped empower lupus patients and caregivers to connect, heal, and express themselves creatively, bringing visibility to how art can be a therapeutic tool in managing long-term illness.

Extended Reach & Brand Visibility

Paint and Sip Studio LA received logo placement and recognition across Lupus LA's website, livestream broadcast, email campaigns, and social media - including exposure to over 40,000 followers and community members, highlighting their support of wellness-centered programs in the lupus and chronic illness community.



What Partners Are Saying

Live Virtual & In-Person Event

"We are deeply honored to collaborate with Lupus LA, using the power of art to raise awareness, inspire hope, and help bring light to those affected by lupus. We believe art has the power to heal and connect. Events like The Power of Art celebrate strength, resilience, and the beauty of community."

- Heather Clark, Owner/Operator @ Paint & Sip LA

Podcast Partner

Product Donation

Gemini Beauty

Using a combination of Podcast Support, Giveback Retail Events and Product Donations, Gemini Beauty has aligned their mission with Lupus LA to build an authentic relationship with their target audience.

Lupus LA’s partnership with Gemini Beauty exemplifies a deep, authentic alignment between a brand and a cause. Through a combination of podcast sponsorship, giveback retail events, and product donations, Gemini Beauty has consistently supported Lupus LA’s mission to elevate lupus awareness. As a proud sponsor of Lupus LA's Your Story, Our Fight podcast, Gemini Beauty helps amplify the voices of lupus patients and share their personal stories with a wider audience. In addition, a percentage of Gemini Beauty’s product sales is donated directly to Lupus LA, further driving support through giveback initiatives. Gemini Beauty also contributes product donations for Lupus LA events and giveaways, and hosts retail events with a giveback component, creating opportunities to engage their customers while supporting the lupus community.

Exposure to a Core Demographic

Through its partnership with Lupus LA, Gemini Beauty gains access to a highly engaged audience within the autoimmune community, many of whom are actively seeking natural and sensitive skincare solutions. For individuals living with lupus and other autoimmune conditions, skincare can be a crucial aspect of managing their health, as sensitive skin is a common issue. By aligning with Lupus LA, Gemini Beauty strengthens its reputation as a trusted brand that offers gentle, effective products designed with these unique needs in mind.





Event Partner

In-Kind Donation Partner

American Airlines

American Airlines

Patient Community Event Partner: MBJAM 2019

American Airlines partnered with Lupus LA at #MBJAM, a patient community event hosted in collaboration with actor Michael B. Jordan, whose mother, Donna Jordan, has lupus. American Airlines proudly sponsored this special day, which brought over 85 lupus patients and their families together for an unforgettable experience at Dave & Buster's in Hollywood! The event featured food, games, and inspiring programming, where attendees had the opportunity to meet Michael B. Jordan, Lupus LA Board Member Toni Braxton, and Nick Cannon. This sponsorship helped create a supportive, fun environment for lupus patients to connect with one another and share their experiences while engaging with celebrity advocates. The partnership highlighted American Airlines' commitment to supporting the lupus community and raising awareness for this important cause.

Giving Lupus The Spotlight

In addition to Michael B. Jordan, others in attendance included Jamie Foxx, Lena Waithe, Storm Reid, Niles Fitch, Mackenzie Hancsicsak, Josh & Heather Altman, Terri Seymour, Mario Lopez and more!

1 Million Miles Donated For Patient Giveaways!

American Airlines increased their impact by donating 300,000+ FREE miles to Lupus LA for patient support, auction use (to raise additional funds for Lupus LA's mission) and more!

