



2023 Corporate Prospectus



We are a relentless force in finding a cure and improving the lives of people affected by scleroderma.

Join us in celebrating 25 years!

Founded as a 501(c)(3) charitable organization in 1998 and supported by a network of thousands of individuals across the United States, the **National Scleroderma Foundation's** mission is to advance medical research, promote disease awareness, and provide support and education to people with scleroderma, their families, and support networks.

Community

We are headquartered in Greater Boston with 16 chapters nationwide, and host more than 150 active support groups.

Reach

Our website has an average annual traffic of 2.3M visits; our e-newsletter is sent to 14,000 people weekly; and we have over 32,000 Facebook followers.

Awareness

Over 30 Stepping Out to Cure Scleroderma awareness walks engaged participants across the country last year, and raised critical funding for research.

Education

The National Scleroderma Conference and Kids Get Scleroderma, Too! program attract 700+ people, including those living with scleroderma, caregivers, physicians, and scientists.

Research

In 2021, we more than doubled our commitment to research, awarding \$2.7M to new and established investigators through our peer-reviewed grant program.

Advocacy

Congress designated \$5M exclusively for scleroderma research in 2020 and again in 2021, thanks to the tireless work of our network of volunteer advocates.



SUPPORT, EDUCATION, & RESEARCH
guide every aspect of the Foundation's work.



Jess Haas Gréus, MBA
Senior Director, External Relations & Development

To Our Corporate Partners.

On January 1, 1998, two progressive nonprofits merged to create a new organization dedicated to patient support, education and advancement of medical research. Now known as the National Scleroderma Foundation, we have grown to become the largest scleroderma patient advocacy organization in the world.

Join us this year as we celebrate our **25th anniversary!** We are planning an exciting year of events and community engagement around our theme: **Many Journeys, One Mission.** We know that scleroderma presents differently in each person, but we are here providing support at each step along the individual's path.

In this Prospectus, you'll find information on all our sponsorship offerings as well as our new LINC Corporate Roundtable. Corporate partners often choose to support multiple programs and projects at the National Scleroderma Foundation. For this reason, we recognize your total annual sponsorships through our Corporate Partners designation. It's another way we can thank you, in addition to the corporate benefits offered for each program you support.

In recognition of your generous support, your company logo will be featured on the Corporate Partners page of our national website under the corresponding giving level (see table at left), and you will receive a prominent listing in our Annual Report. Regular stakeholder calls with Foundation leadership will provide program updates relevant to your company and your sponsorship package.

Thank you for your support of our critical mission work. We cannot serve our community without the continued investment and commitment of our partners.

With gratitude,

Jess Haas Gréus, MBA
Senior Director, External Relations & Development

Diamond

\$500,000 and Higher

Platinum

\$300,000 - \$499,000

Gold

\$175,000 - \$299,999

Silver

\$100,000 - \$174,999

Bronze

\$85,000 - \$99,999

Partner

\$65,000 - \$84,999

Introducing LINC

Leverage - Inspire - Network - Collaborate!



Our corporate roundtable program provides a unique partnership for corporate leaders to support the critical work of the Foundation and connect with one another.

Through this program, your company will have a strong presence at our signature events, the National Scleroderma Conference and Stepping Out to Cure Scleroderma. Plus, your brand will be featured in Foundation member communications.

Stakeholder meetings and research briefings designed for LINC members will keep you informed on Foundation activities and priorities. Special member networking events will build and strengthen connections among our partners.

For more information on LINC benefits, and how to join the program, contact us at development@scleroderma.org.

Tier 4: Collaborate

\$800,000

Tier 3: Network

\$400,000

Tier 2: Inspire

\$200,000

Tier 1: Leverage

\$100,000



National
Scleroderma
Foundation



Mission Partners

Many Journeys,
One Mission.

SUPPORT PILLAR

The Foundation oversees more than 150 active support groups. With your contribution, we can provide comprehensive training and education for volunteer group leaders; offer an online patient-centric discussion forum, INSPIRE; and field calls on our toll-free hotline, where dedicated staff guide individuals affected by scleroderma and their families to find resources and information.

EDUCATION PILLAR

The Foundation seeks to help people living with scleroderma and their families and caregivers achieve a greater understanding of their disease. Your donation will help underwrite the cost of education events, either in-person or virtual, hosted by our 16 chapters. Topics include symptom management, treatments, and self-care strategies. It will also fund "Scleroderma Voice" magazine, a quarterly publication with articles on the scleroderma community, interviews with healthcare professionals, upcoming events, and more. Our education partners will also build our resource library, helping with printing and translation services for brochures, booklets, and other publications.

RESEARCH PILLAR

Your investment will help underwrite our \$2.7M peer-reviewed scientific research grant program. Awards of \$200,000 are made to both new and established investigators to research to discover the cause, understand the mechanism, and overcome scleroderma forever. It will also support our Pre-Doctoral Summer Fellowship Award Program which recognizes Ph.D. students conducting scleroderma research.

Join as a 25th Anniversary Mission Partner!

\$75,000 - Support all three pillars of our critical mission work!

- Acknowledgement of support with logo at a Foundation-hosted webinar, on a mutually agreed upon topic
- Acknowledgement of support with logo on a 1/2 page graphic in the "Scleroderma Voice," magazine
- Logo placed on materials created for Chapter and Volunteer Leadership Day in 2023
- Acknowledgement of support with logo recognition in two issues of our weekly eLetter
- Two thank you posts on Facebook, Instagram, and LinkedIn for being a 25th anniversary mission partner

\$50,000 - Select two pillars of our mission to designate for support.

- Acknowledgement of support with logo on a 1/2 page graphic in the "Scleroderma Voice," magazine
- Logo placed on materials created for Chapter and Volunteer Leadership Day in 2023
- Acknowledgement of support with logo recognition in two issues of our weekly eLetter
- Two thank you posts on Facebook, Instagram, and LinkedIn for being a 25th anniversary mission partner

\$25,000 - Choose to invest in one pillar of our mission.

- Acknowledgement of support with logo recognition in two issues of our weekly eLetter
- Two thank you posts on Facebook, Instagram, and LinkedIn for being a 25th anniversary mission partner



In 2023, Stepping Out to Cure Scleroderma celebrates 20 years! These inspiring events bring together people living with scleroderma, their friends and their family, to raise awareness and money for vital research and programming.

These events are organized by the local Foundation chapters, and take place throughout the year at locations across the country. In 2023, we are planning 30+ walks with thousands of participants in 28 states!



Stepping Out to Cure
SCLERODERMA

WARRIOR

\$100,000

- Your logo will be listed as a Warrior Sponsor on all walk websites.
- Your logo will be featured on any t-shirts created for walk events.
- Your logo will be included on promotional emails from the National Scleroderma Foundation.
- Two dedicated and tagged social media posts on the National Scleroderma Foundation social media accounts will thank you for being a Warrior Sponsor.
- Two dedicated social media posts on the organizing chapter's social media accounts will thank you for your sponsorship.
- Your staff can volunteer at walks around the country to assist in day-of-event operations, assisting in tasks such as registration, handing out water, setting up refreshments. This is subject to individual chapter rules and policies.
- A table will be made available to you at all events that you can use to display company signage, information, and product giveaways.
- 4 free registrations will be available for two walks of your choosing.
- Your company will be acknowledged verbally as an event partner at the beginning of the event.
- Your company will be recognized on dedicated signage at each walk site.

CHAMPION

\$50,000

- Your logo will be listed as a Champion Sponsor on all walk websites.
- Your logo will be featured on any t-shirts created for walk events.
- Your logo will be included on promotional emails from the National Scleroderma Foundation.
- One dedicated and tagged social media posts on the National Scleroderma Foundation social media accounts will thank you for being a Champion Sponsor.
- One dedicated social media on the organizing chapter's social media accounts will thank you for your sponsorship.
- Your staff can volunteer at walks around the country to assist in day-of-event operations, assisting in tasks such as registration, handing out water, setting up refreshments. This is subject to individual chapter rules and policies.
- A table will be made available to you at all events that you can use to display company signage, information, and product giveaways.

NATIONAL SCLERODERMA CONFERENCE

The National Scleroderma Conference serves as the nexus for people living with scleroderma and leading healthcare experts. Nearly every aspect of this complicated disease is addressed at Conference to help people with scleroderma live their best life possible. **This year will be especially memorable as the Foundation celebrates its 25th Anniversary!**

In 2023, we invite you to join us at Conference from **July 14-16 in Orlando, Florida**. The rich educational and networking opportunities will attract 600+ people to the hybrid (live + virtual) event, including those living with scleroderma, caregivers, family members, physicians, and research scientists. Hybrid programming will create the greatest possible accessibility.

Conference attendees can participate in 50+ sessions led by renowned medical and scientific experts -- lectures, workshops, panels, roundtables, poster presentations, and more. Plus, they can join fun social and networking events, visit the exhibit hall, and engage in social media activities.



Opportunities for Corporate Sponsorship

Join us as a full sponsor! We are offering 4 tiers of sponsorship: Presenting, Elite, Premier, and Patron. Want more visibility at the Conference? Choose from a menu of unique standalone sponsorship opportunities, including special 25th anniversary celebrations and events! Or, showcase your company's programs and services in the exhibit hall.



NATIONAL SCLERODERMA CONFERENCE



Our conference sponsors make this incredible event possible! We are committed to providing a full range of excellent visibility opportunities for your company.

Conference Sponsors

PRESENTING (1) \$400,000	ELITE \$200,000	PREMIER \$150,000	PATRON \$100,000
Logo recognition as the Presenting Sponsor on content (digital and physical) created for Conference promotion, including the weekly e-newsletter and social media.	Logo recognition as an Elite Sponsor on content (digital and physical) produced for Conference promotion, including the weekly e-newsletter and social media.	Logo recognition as a Premier Sponsor on content (digital and physical) produced for Conference promotion, including the weekly e-newsletter and social media.	Logo recognition as a Patron Sponsor on content (digital and physical) produced for Conference promotion, including the weekly e-newsletter and social media.
Click-through corporate logo on conference webpage	Click-through corporate logo on conference webpage	Click-through corporate logo on conference webpage	Static corporate logo on conference webpage
Largest display booth in a prominent position in the exhibit hall	Large display booth in the exhibit hall	Display booth in the exhibit hall	Display booth in the exhibit hall
One page ad in the Conference program booklet	Half page ad in the Conference program booklet	Quarter page ad in the Conference program booklet	Eighth page ad in the Conference program booklet
Logo recognition on signage at the Conference	Logo recognition on signage at the Conference	Logo recognition on signage at the Conference	Logo recognition on signage at the Conference
Logo recognition on conference collateral	Logo recognition on conference collateral	Logo recognition on conference collateral	Logo recognition on conference collateral
8 Conference Registrations	6 Conference Registrations	4 Conference Registrations	2 Conference Registrations
Dedicated social media post recognizing company as the Presenting Sponsor	Inclusion in social media post recognizing Elite and Premier Sponsors	Inclusion in social media post recognizing Elite and Premier Sponsors	
Opportunity to host an in-person industry-sponsored symposium appropriate for the patient community	Opportunity to host a pre-recorded, virtual industry-sponsored symposium appropriate for the patient community		
Presenting Sponsor address at the opening plenary session			
Recognition of sponsorship at the Grand Lecture			



NATIONAL SCLERODERMA CONFERENCE



25th Anniversary Sponsorships

25th Anniversary Musical Performance - \$15,000

Be a sole sponsor for the live music entertainment event by our Celebrity Ambassador, Ashley Barron, following dinner on Saturday evening.

25th Anniversary Conference Reception - \$25,000

Help us kick-off this inspiring weekend with a festive reception celebrating our 25th anniversary on Friday night.

Additional Sponsorships

Charging Station - \$5,000

From smart phones to oxygen machines, conference attendees need an easily-accessible place to re-charge their battery-operated devices.

Personal Protective Equipment (PPE) Station - \$5,000

Masks and sanitizer will be available at conveniently spots in the conference hall.

Photo Booth - \$6,500

Help attendees capture and share memories at our special photo booth.

Refreshment Break - \$8,500

Snacks and beverages are provided at breaks during the day.

Wheelchair Taxi Station - \$10,000

Wheelchair service staffed by volunteers will take people in need to/from sessions and their rooms.

WI-Fi Sponsor - \$12,000

Get conference attendees connected through sponsoring our WI-FI connection throughout the hotel meeting space.

Research Poster Hall - \$15,000

This space provides a relaxed format for individuals to present their research, findings, and achievements to patients, caregivers, and other attendees.

Buffet Meals - Breakfast/Lunch - \$15,000; Dinner - \$20,000

Your company can sponsor breakfast, lunch, or dinner on Saturday; or breakfast on Sunday.

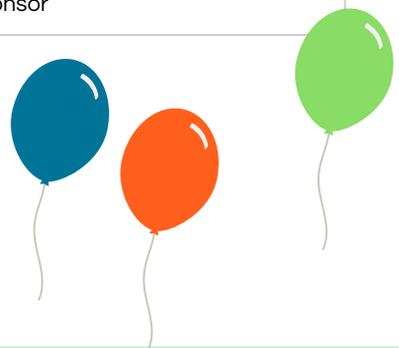


Corporate benefits for additional sponsorships include recognition on relevant signage at conference and acknowledgement in our conference program.



KIDS GET SCLERODERMA, TOO!

TEAL \$75,000	BLUE \$50,000	ORANGE \$25,000	PINK \$10,000
Logo recognition as a Teal sponsor on all content (digital and physical) created for Conference promotion, including the weekly e-newsletter and social media.	Logo recognition as an event sponsor on all content (digital and physical) created for Conference promotion, including the weekly e-newsletter and social media.	Logo recognition as an event sponsor on all content (digital and physical) created for Conference promotion, including the weekly e-newsletter and social media.	Logo recognition as an event sponsor on all content (digital and physical) created for Conference promotion, including the weekly e-newsletter and social media.
Click-through corporate logo on conference webpage	Click-through corporate logo on conference webpage	Click-through corporate logo on conference webpage	Static corporate logo on conference webpage
Logo recognition on signage at the Conference	Logo recognition on signage at the Conference	Logo recognition on signage at the Conference	Logo recognition on signage at the Conference
Logo recognition on conference giveaways (t-shirts, souvenir, etc)	Logo recognition on conference giveaways (t-shirts, souvenir, etc)	Logo recognition on conference giveaways (t-shirts, souvenir, etc)	Logo recognition on conference giveaways (t-shirts, souvenir, etc)
Dedicated social media post recognizing company as an event sponsor	Dedicated social media post recognizing company as an event sponsor		
Corporate Logo on the Signature Conference Gift			
Recognition at the KGS2 opening reception for kids			
Recognition at the fun-filled Disney-themed party for youth participants			



This exceptional program for children and teens who have scleroderma is filled with engaging, fun workshops and activities specific to their needs, with separate sessions for parents and guardians to help their journey in raising a child with scleroderma. It will be held from July 14-16 in Orlando, Florida!

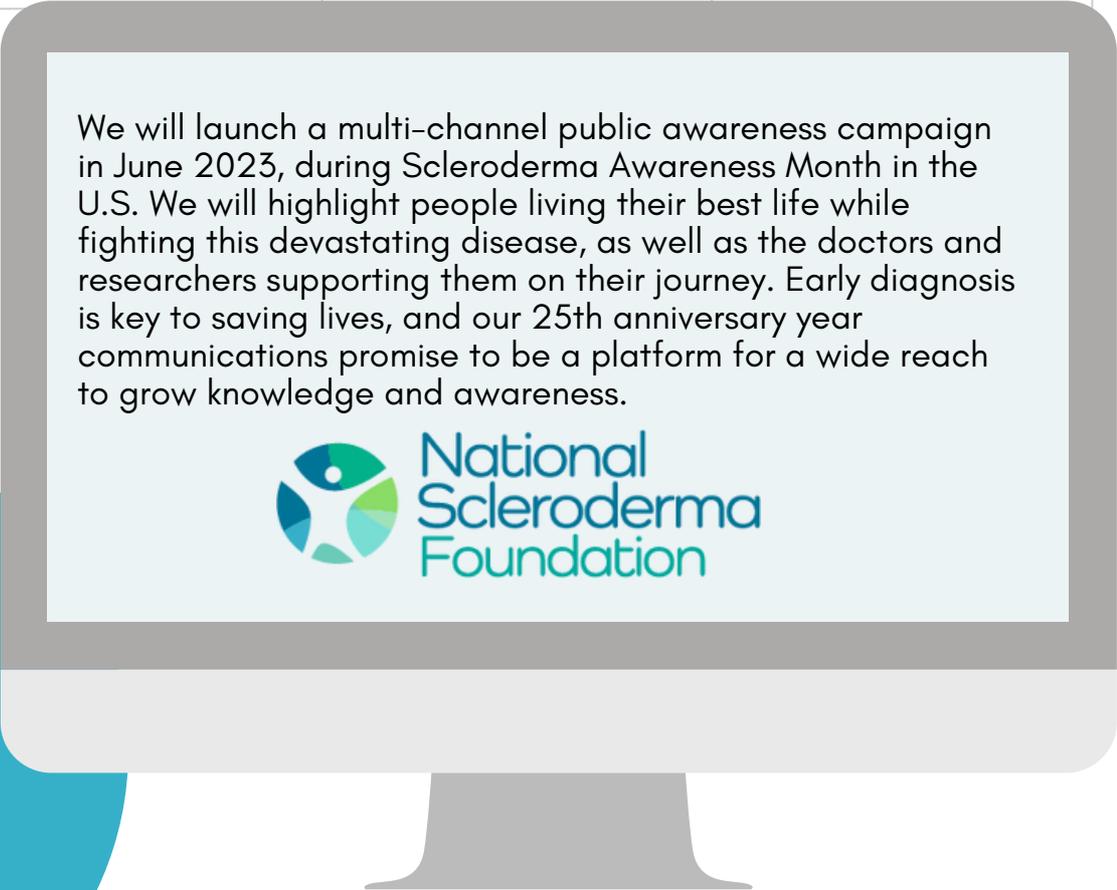
More KGS2 Sponsorship Opportunities!

 <p>Entertainment Sponsor \$3,500</p>	 <p>Snack Bar Sponsor \$2,500</p>	
 <p>Photo Booth Sponsor \$2,000</p>	 <p>Art Project Sponsor \$1,500</p>	 <p>Movement Activity Sponsor \$1,000</p>



June is Scleroderma Awareness Month

ANNIVERSARY \$75,000	AMBASSADOR \$50,000	INFLUENCER \$30,000	FAN \$15,000
A clickthrough logo on the Awareness Month landing page	A static logo on the Awareness Month landing page	A static logo on the Awareness Month landing page	A listing on the Awareness Month landing page
One dedicated, tagged social media post from the National Scleroderma Foundation LinkedIn, Facebook, and Twitter accounts acknowledging your support of this campaign	One dedicated, tagged social media post from the National Scleroderma Foundation LinkedIn, Facebook, and Twitter accounts acknowledging your support of this campaign	One social media post from the National Scleroderma Foundation LinkedIn, Facebook, and Twitter accounts acknowledging all sponsors of this campaign	One social media post from the National Scleroderma Foundation Facebook and Twitter accounts acknowledging all sponsors of this campaign
One social media post from the National Scleroderma Foundation LinkedIn, Facebook, and Twitter accounts acknowledging all sponsors of this campaign	One social media post from the National Scleroderma Foundation LinkedIn, Facebook, and Twitter accounts acknowledging all sponsors of this campaign	Recognition in our weekly eLetter in June	Recognition in our weekly eLetter in June
Logo recognition in our weekly eLetter in June	Logo recognition in our weekly eLetter in June		
The opportunity to share a non-branded, mutually agreed upon educational video with our audiences via our e-newsletter and website			
One tagged tweet from CEO Mary Wheatley acknowledging your support			



We will launch a multi-channel public awareness campaign in June 2023, during Scleroderma Awareness Month in the U.S. We will highlight people living their best life while fighting this devastating disease, as well as the doctors and researchers supporting them on their journey. Early diagnosis is key to saving lives, and our 25th anniversary year communications promise to be a platform for a wide reach to grow knowledge and awareness.



Our 2021 Scleroderma Awareness Month Campaign, "Know Scleroderma," saw a 94.8% increase in Facebook engagement over 2020 and a 168% increase on Twitter!

Our Team



Jess Haas Gréus

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External Relations & Development
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Marta Brill

Associate Director of Development
Corporate and Foundation Relations
Email: corporate@scleroderma.org

We are so excited to connect with you and celebrate our 25th anniversary!

Let's work together to support the scleroderma community, advance knowledge, and find a cure!

Learn more at
www.scleroderma.org



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www.scleroderma.org

Funds provided by corporate sponsors will be used to support direct costs associated with the initiatives outlined in this proposal. No funds will be used for travel, honorarium, food or lodging expenses of healthcare professionals, in accordance with applicable Physician Payment Sunshine Act (PPSA) regulations. All activities supported through this contribution are non-CME, United States-based initiatives of the Scleroderma Foundation national organization.