



National
Scleroderma
Foundation



2024

CORPORATE PROSPECTUS

www.scleroderma.org



Dear Partners,

Since our founding in 1998, the National Scleroderma Foundation has grown to provide support for people affected by scleroderma in every state and the territory of Puerto Rico. With every chapter and support group, we reach more people with the resources they need to find their best path.

Our growth and the connections we've made with and for the community would not be possible without the tireless dedication from our chapter leaders and staff, local volunteers, and the many friends and partners who continue to support us. Because of your investment, we are able to continue to help thousands of people affected by scleroderma each and every year.

Each of us plays a critical role in our work toward a cure, whether through advocacy, education, research, or support. With your support, we are determined to keep the momentum going and challenge you to find new or additional ways to support the Foundation's work. Thank you for joining us on this journey. Together, we are making a difference every day in the lives of those affected by scleroderma.

Gratefully,

Mary J. Wheatley, IOM, CAE
Chief Executive Officer





National
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ABOUT US

Scleroderma is a rare autoimmune disease that involves the hardening and tightening of the skin. It may also affect blood vessels, internal organs and the digestive system.

About 300,000 Americans live with some type of scleroderma.

Today, the face of scleroderma includes people of all ages, genders, and backgrounds. Scleroderma can affect young parents, children, grandparents, and teenagers, causing pain, disability, and death. Thanks to the passion and dedication of decades of volunteer leaders, scientists and supporters, great strides have been made.

Yet despite these advancements, the challenges in scleroderma today are greater than ever, requiring committed resources to achieve ambitious goals and outcomes.

One of the most challenging things about scleroderma is that it shows up differently in each person. It's more complicated to manage since there is not one clear path. At the National Scleroderma Foundation, we know that no two journeys are the same.

We help people find the resources that are right for them so they can live better with scleroderma.

Research

We educate the patient and provider communities to promote public awareness about scleroderma to decrease time to diagnosis.

Support

We provide support to help patients and their families cope with scleroderma through support groups, physician referrals, and educational information.

Education

We invest in peer-reviewed research to discover the cause, understand the mechanism, and overcome scleroderma forever.

Corporate Philanthropy Program

Thanks to your feedback and insights, we have created a robust corporate philanthropy program with options to fit the diverse needs of our partners, ranging from advertising and sponsorships to our LINC Corporate Philanthropy program, which provides support across all our mission pillars and programming.

Our corporate partnership philosophy

We seek out partners with a shared mission to improve the quality of life for those living with scleroderma.

We believe that partnerships should be mutually beneficial – by supporting our community, programs and services, you can reach your goals as a brand, and company.



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We value creating real connections and building community.

We structure partnerships to be transformational, not transactional.

Our vision is to be a relentless force in finding a cure for scleroderma. Corporate partners are key to our success. You help advance our shared mission and provide critical support for signature programs, like the National Scleroderma Conference and Stepping Out to Cure Scleroderma.

When you partner with the Foundation, you are joining with the leading patient advocacy organization in scleroderma.



- **LEVERAGE**
- *Inspire*
- **NETWORK**
- *Collaborate*

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

Through this program, our partners demonstrate their commitment to finding a cure for scleroderma, with their generous support of our mission pillars, and with their strong presence at our signature events. LINC partners also have the opportunity to engage with Foundation leadership, and are featured in Foundation communications throughout the year.

Stakeholder meetings and research briefings designed for LINC members keep partners informed on Foundation activities and priorities. Special member networking events build and strengthen connections within the community.





National Scleroderma Conference




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The National Scleroderma Conference connects 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.

In 2024, we invite you to join us July 19-21 in Seattle, Washington. The rich educational and networking opportunities attract 600+ people annually. Last year, the Foundation hosted its first hybrid meeting to great success. Participants include those living with scleroderma, caregivers, family members, physicians, and research scientists.

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.

Presenting	Elite	Premier	Additional Opportunities
\$400,000	\$300,000	\$200,000	
Logo recognition as Presenting Sponsor on content (digital and physical) created for Conference promotion, including the weekly newsletter and social media.	Logo recognition as an Elite Sponsor on content (digital and physical) produced for Conference promotion, including the weekly newsletter and social media.	Logo recognition as a Premier Sponsor on content (digital and physical) produced for Conference promotion, including the weekly newsletter and social media.	<i>Wheelchair Taxi Station - \$10,000 - Wheelchair service staffed by volunteers will take people in need to/from sessions and their rooms.</i>
Click-through corporate logo on conference webpage	Click-through corporate logo on conference webpage	Click-through corporate logo on conference webpage Display booth in the exhibit hall	<i>Wi-Fi Sponsor - \$12,000 - Get conference attendees connected through sponsoring our Wi-Fi connection throughout the hotel meeting space.</i>
Largest display booth in a prominent position in the exhibit hall	Large display booth in the exhibit hall	Quarter page ad in the Conference program booklet	<i>Charging Station - \$5,000 - From smart phones to oxygen machines, conference attendees need an easily accessible place to re-charge their battery-operated devices.</i>
One page ad in the Conference program booklet	Half page ad in the Conference program booklet	Logo recognition on conference collateral	<i>Personal Protective Equipment (PPE) Station - \$5,000 - Masks and sanitizer will be available at conveniently spots in the conference hall.</i>
Logo recognition on signage at the Conference	Logo recognition on signage at the Conference	4 Conference Registrations	<i>Photo Booth - \$6,500 - Help attendees capture and share memories at our special photo booth.</i>
Logo recognition on conference collateral	Logo recognition on conference collateral	Inclusion in social media post recognizing Elite and Premier Sponsors	<i>Refreshment Break - \$8,500 - Snacks and beverages are provided at breaks during the day.</i>
8 Conference Registrations	6 Conference Registrations	 <p>National Scleroderma Foundation</p>	<i>Buffet Meals - Breakfast/Lunch - \$15,000; Dinner - \$20,000 - Your company can sponsor breakfast, lunch, or dinner on Saturday; or breakfast on Sunday.</i>
Dedicated social media post recognizing company as the Presenting Sponsor	Inclusion in social media post recognizing Elite and Premier Sponsors		<i>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.</i>
Opportunity to host an inperson industry-sponsored symposium appropriate for the patient community	Opportunity to host a prerecorded, virtual industry-sponsored symposium appropriate for the patient community		<i>Corporate benefits for additional sponsorships include recognition on relevant signage at conference and acknowledgement in our conference program.</i>

Contact corporate@scleroderma.org for more information or to secure your sponsorship today.

Presenting Sponsor address at the opening plenary session
Recognition of sponsorship at the Grand Lecture



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 19-21 in Seattle, Washington!

Teal	Blue	Orange	Green
\$75,000	\$50,000	\$25,000	\$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	<p>Contact corporate@scleroderma.org for more information or to secure your sponsorship today.</p>	
Corporate Logo on the Signature Conference Gift			
Recognition at the KGS2 opening reception for kids			
Recognition at the fun-filled, themed party for youth participants			



Entertainment Sponsor

\$3,500



Snack Bar Sponsor

\$2,500



Art Project Sponsor

\$1,500



Movement Activity Sponsor

\$1,000



Stepping Out to Cure **SCLERODERMA**



This inspiring event series offers those living with scleroderma, and their friends and family, the chance to take part in walks that raise awareness of this rare disease while collecting funds for vital research.

Walks are hosted by our Chapters in locations across the country. Stepping Out is a fun and exciting opportunity to make a difference in the life of someone living with scleroderma.



Stepping Out to Cure SCLERODERMA



Partner (LINC only)	Champion	Warrior
	\$50,000	\$100,000
Your logo will be listed on all walk websites.	Your logo will be listed as a Champion Sponsor on all walk websites.	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 featured on any t-shirts created for walk events.	Your logo will be featured on any t-shirts created for walk events.
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.	Your logo will be included on promotional emails from the National Scleroderma Foundation.	Your logo will be included on promotional emails from the National Scleroderma Foundation.
A table will be made available to you at all events that you can use to display company signage, information, and product giveaways.	One dedicated and tagged social media post on the National Scleroderma Foundation social media accounts will thank you for being a Champion Sponsor.	Two dedicated and tagged social media posts on the National Scleroderma Foundation social media accounts will thank you for being a Warrior Sponsor.
	One dedicated social media post on the organizing chapter's social media accounts will thank you for your sponsorship.	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.	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.	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.	



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Scleroderma Awareness Month



Each summer, the Foundation launches a multi-channel public awareness campaign to 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 communications have proven to be a platform with a wide reach to grow knowledge and awareness.

Scleroderma Awareness Month

Creator	Influencer	Ambassador	Fan
\$75,000	\$50,000	\$30,000	\$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 dedicated, tagged social media post from the National Scleroderma Foundation LinkedIn, Facebook, and Twitter accounts acknowledging all sponsors	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	<p>Contact corporate@scleroderma.org for more information or to secure your sponsorship today.</p>	
The opportunity to share a nonbranded, mutually agreed upon educational video with our audiences via our e-newsletter and website			
One tagged tweet from CEO Mary Wheatley acknowledging your support			



Join us in the JOURNEY



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Contact a Foundation team member today to discuss how your company can leverage the Foundation's corporate philanthropy program to meet its annual philanthropic and patient advocacy goals.

Mary J. Wheatley, IOM, CAE
CEO@scleroderma.org



National Scleroderma Foundation

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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.