



National
Alopecia Areata
Foundation

WALK FOR ALOPECIA™ & ALOPECIA AREATA AWARENESS

Month

SAVE THE DATE: Saturday • September 28, 2024



**2024
Partnership
Opportunities**

Let's Do Something About Alopecia Areata



“The Walk For Alopecia™ is a great unifying activity!”

*James Cassella, Ph.D.,
Chief Development Officer, Sun Pharma*

WALK
FOR AL**PECIA**
National Alopecia Areata Foundation.



Imagine waking up to clumps of hair on your pillow. Or turning off the shower only to find a pile of your hair on the drain. And that you have numerous bald spots on your head that are so big they can no longer be hidden.

**Millions of Americans don't have to *imagine...*
This is their reality.**

Alopecia areata is a common autoimmune disease affecting nearly 7 million Americans which causes unpredictable, often sudden, and severe hair loss. Frequently dismissed as a cosmetic condition, alopecia can be a deeply traumatic experience, resulting in emotional and economic pain and social isolation.

It is not *just* hair.

A catalyst for driving research, support, and awareness, the National Alopecia Areata Foundation (NAAF) empowers our community with more choices. We connect the patient, medical and scientific community to drive research and treatment development, raise awareness to reduce stigma, and provide support to improve lives.

Join us and do something about alopecia areata!



Kim shared her alopecia diagnosis at work and many colleagues joined her team!

“With so much support and now with acceptance for the new me, I decided to do something about alopecia. I am feeling empowered and supported by participating in this Walk and I am now, more than ever, determined to spread awareness, raise funds, and help others understand that alopecia is more than just hair loss.”

*Kim, Team Captain and person
living with alopecia areata*





Let's WALK FOR ALOPECIA™

NAAF's signature nationwide campaign is the finale of Alopecia Areata Awareness Month! 2023's inaugural Walk For Alopecia™ was a tremendous success engaging thousands across the country, increasing public awareness of alopecia areata and raising more than \$600,000 to support alopecia areata services and research. The 2024 campaign will build on this achievement, engaging more people in more communities who want to do something about alopecia areata. With event sites in San Francisco, select markets around the country, and locally activating Walk Where You Are teams, there is an opportunity for everyone, everywhere to show the world that it is not *just* hair!

Sponsorship of the Walk For Alopecia™ connects your brand, business, and associates directly with the alopecia areata community with multiple opportunities to meet both your marketing and corporate social responsibility goals.



“POWER TO THE BALDIES!”

Alexa, Team Captain and person living with alopecia areata





More than 3,000 people engaged nationwide!

WALK 
FOR ALOPECIA
 National Alopecia Areata Foundation.



WALK FOR ALOPECIA™ 2023 RESULTS



1.3M
 SOCIAL MEDIA
 IMPRESSIONS

755K
 PAGE AND
 PROFILE
 VIEWS

221
 MEDIA MENTIONS
 ACROSS THE
 COUNTRY

289K
 USERS
 REACHED



FEATURED IN 10 NEWSCASTS IN MAJOR MARKETS INCLUDING HOUSTON, SAN FRANCISCO, MIAMI, AND MINNEAPOLIS / ST. PAUL



National Alopecia Areata Foundation

A WIN-WIN PARTNERSHIP

NAAF is the largest alopecia areata patient organization in the world, founded by people living with alopecia areata for people living with alopecia areata, and is the leading global source of trusted information and reliable support. Through NAAF, Walk For Alopecia™ sponsors receive unique exposure to the alopecia areata community, **the majority of whom are consumers and household decision makers—91% of whom are more likely to buy from a company that supports a cause important to them.** (Cone Communications)

A summary of partnership benefits is outlined on pages 6 and 7. NAAF is committed to creating a custom strategy engagement that meets the marketing needs and philanthropic goals of its partners. Thank you for your consideration!

CONTACT

Robbie Baker
Chief Growth Officer
p: (415) 851-8966
e: robbie@naaf.org



“The relentless passion with which the alopecia areata community members support one another is truly inspirational! The Pfizer team was honored to join the Walk For Alopecia™, and we are proud to be working with purpose every day for alopecia areata patients.”

Nana Danso
US LITFULO Marketing Lead, Pfizer

PARTNERSHIP LEVELS & BENEFITS

	NATIONAL PRESENTING SPONSOR <i>Exclusive</i>	SHINING BRIGHT NATIONAL SPONSOR <i>Exclusive</i>	NATIONAL PLATINUM SPONSOR	NATIONAL GOLD SPONSOR	NATIONAL SILVER SPONSOR	NATIONAL BRONZE SPONSOR
COMMITTED FOR 2024!				 <small>Capital Markets</small>		abbvie sanofi
SPONSORSHIP CONTRIBUTION	\$150,000	\$125,000	\$100,000	\$50,000	\$25,000	\$10,000
WEBSITE & SOCIAL MEDIA EXPOSURE						
Company logo & link on the campaign landing page at naaf.org/walk						
Company name listed on the campaign landing page at naaf.org/walk						
Company logo & link in select Walk campaign emails						
Company name listed in select Walk campaign emails						
Company featured in select Walk social media posts on all NAAF channels						
Company recognition in thank you social post to sponsors on all NAAF channels						
Company recognition in Walk campaign videos						
Company logo and link on the Alopecia Areata Awareness Month landing page at naaf.org						
Company name listed on the Alopecia Areata Awareness Month landing page at naaf.org						
DIRECT TO CONSUMER EXPOSURE						
Company name included in event's name: <i>Walk For Alopecia™ presented by Company</i>						
Company recognized as donor in matching dollar promotion						
Company logo and recognition on save the date mailer sent to select recipients via US Mail						
Company listed as a sponsor on the save the date mailer sent to select recipients via US Mail						
Company logo and recognition in team captain & participant live and recorded online trainings						
Company recognized during team captain & participant live and recorded online trainings						
Company logo and recognition at virtual and in-person kickoff and online rallies						
Company recognized at virtual and in-person kickoff and online rallies						
Company recognized as a sponsor at the Walk kickoff on June 29, 2024, in Washington, D.C.						
Company themed activation kits sent to select Team Captains nationwide						
Company recognition in activation kits sent to select Team Captains nationwide						

DIRECT TO CONSUMER CONTINUED ON NEXT PAGE

PARTNERSHIP LEVELS & BENEFITS

	NATIONAL PRESENTING SPONSOR <i>Exclusive</i>	SHINING BRIGHT NATIONAL SPONSOR <i>Exclusive</i>	NATIONAL PLATINUM SPONSOR	NATIONAL GOLD SPONSOR	NATIONAL SILVER SPONSOR	NATIONAL BRONZE SPONSOR
COMMITTED FOR 2024!				 		
SPONSORSHIP CONTRIBUTION	\$150,000	\$125,000	\$100,000	\$50,000	\$25,000	\$10,000
DIRECT TO CONSUMER EXPOSURE						
Opportunity to provide branded giveaways at all virtual and in-person events						
Company logo in prominent, hierarchical placement on Walk participant T-shirt						
Company listed as a sponsor on Walk participant T-shirt						
Company logo in prominent, hierarchical placement on Walk kick-off T-shirt distributed at NAAF's Patient Conference						
Company listed as a sponsor on Walk kick-off T-shirt distributed at NAAF's Patient Conference						
DAY-OF EVENT EXPOSURE						
Company sponsorship of the Walk kick-off luncheon at the 2024 NAAF Patient Conference with speaking opportunity for a senior executive						
Opportunity for company executive to make brief welcome remarks in person at the Walk						
Company provided on-site tent for branding and engagement activities						
Company has the option to provide an on-site tent for branding and engagement activities						
Company banner hung in prominent placement at the Walk start/finish line						
On-site or virtual activation activity run by sponsor to be mutually agreed upon and created (optional)						
Company name on photo frame at participant & social media photo share area						
Company logo on route signage						
Company listed on route signage						
ADDITIONAL EXPOSURE						
Opportunity to engage Company's associates, vendors, partners, and consumers in the Walk For Alopecia by building a fundraising team						
Company logo on Walk promotion at NAAF's Patient Conference (June 27-30, 2024, in Washington, D.C.)						
Company recognized on Walk promotion at NAAF's Patient Conference (June 27-30, 2024, in Washington, D.C.)						
Company listed in the NAAF Annual Report						

Alopecia Areata Awareness Month

September is a month-long commemoration and recognition of all those affected by alopecia areata. NAAF works with individuals, community groups, and corporate partners to raise funds, increase awareness, reduce stigma, and empower those living with alopecia areata locally and nationally. **Join NAAF as an officially recognized awareness month partner during September and receive promotion on naaf.org, on NAAF social media channels, and in direct-to-consumer communications.** Show the world you are doing well by doing good while helping to shine the brightest light on alopecia areata.



You can **join NAAF** as an Alopecia Areata Awareness Month Partner by:



- **Sponsoring the Walk For Alopecia™**
- **Organizing a team** for the Walk For Alopecia™ at your place of business or in your community
- **Planning your own fundraiser** to help raise funds and awareness during September
- **Donating a percentage of your company sales** to NAAF during the month of September
- **Selling** a specific product to benefit NAAF during the month of September
- **Making a donation to NAAF** from your business or community group
- **Sharing NAAF's messaging** on your social media channels during September



To get involved in awareness month, contact Robbie Baker at (415) 851-8966 or robbie@naaf.org.

Awareness Month