

# NAAF CONFERENCE



**40<sup>TH</sup>**  
**ANNIVERSARY**  
**CONFERENCE**

*Four decades of learning, help, and hope.*

**2025**  
**SPONSORSHIP**  
**OPPORTUNITIES**

# JUNE 26-29, 2025 · CHICAGO, ILLINOIS

## HILTON® CHICAGO

### Largest global assembly of people living with alopecia areata

NAAF's Conference is four days of empowerment and education bringing together alopecia areata community members of all ages, as well as medical and industry experts. For four decades, this signature event has changed the lives of people living with alopecia areata and their families! Conference sessions and workshops are designed to appeal to the newly diagnosed, those who have lived with alopecia areata for years, and everyone in between. Presentations focus on the latest research and treatment information, advocacy, support, mentoring, and sessions on living with alopecia areata.

#### 2024 AUDIENCE

- 500+ participants from 37 states and 7 countries
- 53% of participants attending for the first time
- 17% of participants received financial assistance to attend
- 50% of session presenters identify as persons of color

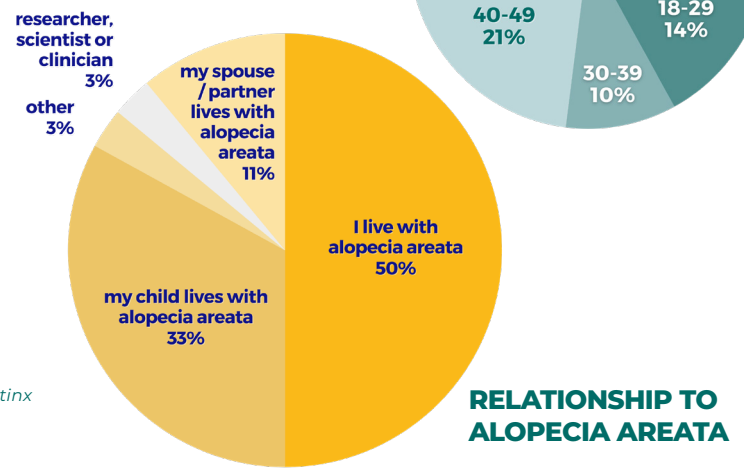
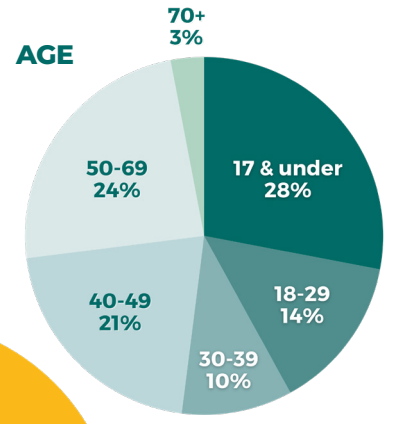
GENDER



ETHNICITY



\*39% Persons of Color include:  
 · 10% Asian  
 · 17% Black  
 · 7% Hispanic/Latinx  
 · 5% Multiple



### Children's Camp

Held during the conference, the Children's Camp supports children within the alopecia areata community by nurturing their self-esteem and empowering their confidence. Creative arts, activities, and a field trip are interspersed throughout the four-day event, specifically designed for children, tweens and teens, ages 5-17. Lifelong connections and friendships are made as children interact with others who have alopecia areata, as well as their siblings and friends. You never know who might stop by the camp and interact with the children, maybe a celebrity or professional athlete!

*"It is our family's Disney World!" –Katie, mother of a child living with alopecia areata*

# 2025 SPONSORSHIP BENEFITS

Lives are changed every year by the NAAF Conference as people living with alopecia areata discover they are not alone and have access to resources that support their individual needs. Join us in providing help for today and hope for tomorrow by sponsoring this inspiring event.



Connect with the alopecia areata community and reach multiple key audience segments



Build brand awareness and show your company's support for the alopecia areata community



Gain recognition among patients, family members, medical professionals and industry representatives



Opportunity to understand the alopecia areata lived experience



VIP access to the conference and engagement with NAAF leadership



High profile on [www.naaf.org](http://www.naaf.org) with millions of potential impressions

## SPONSOR OPPORTUNITIES FOR CONFERENCE EVENTS & ACTIVITIES INCLUDING:

**NEW FOR 2025!**

- ★ Welcome Reception
- ★ Science & Medicine Hall
- ★ 40th Anniversary Celebration
- ★ Conference Wi-Fi Connectivity

Put your important messages and brand in front of the conference audience in a most high profile and exclusive way. Contact Robbie Baker at [robbie@naaf.org](mailto:robbie@naaf.org) for more information.

The National Alopecia Areata Foundation (NAAF) drives research to find a cure and accessible treatments for alopecia areata, supports those impacted, and educates the public about the disease. Alopecia areata is a common autoimmune disease affecting nearly 7 million Americans that results in the uncontrollable and chronic loss of hair.

Founded in 1981, NAAF is the largest alopecia areata advocacy organization in the world. NAAF connects with members of the alopecia areata community, including those living with the disease, family members, healthcare providers, and researchers through its support programs, and services. NAAF is a 501(c)3 nonprofit and a Candid platinum-rated charity, a Charity Navigator Four Star charity, and meets the rigorous standards of the Better Business Bureau Wise Giving Alliance and the National Health Council.

# 2025 SPONSORSHIP LEVELS & BENEFITS

BENEFITS	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
Logo + link on NAAF.org conference landing page	✓	✓		
Name placement on conference landing page			✓	✓
Logo placement in select conference emails	✓			
Name placement in select conference emails		✓	✓	
Recognition from stage during conference	✓	✓	✓	✓
Logo recognition on on-site conference signage	✓	✓		
Name recognition on select conference signage			✓	
Logo placement on conference attendee app	✓	✓		
Complimentary 8' x 8' exhibit space in premium location	✓			
Complimentary 8' x 8' exhibit space		✓		
8' x 8' exhibit space available at a discounted rate			✓	✓
Six complimentary conference registrations	✓			
Four complimentary conference registrations		✓		
Two complimentary conference registrations			✓	
One complimentary conference registration				✓
Three posts on all NAAF social channels highlighting sponsorship	✓			
One post on all NAAF social channels highlighting sponsorship		✓		
Recognition in sponsor thank you post on all NAAF social media channels	✓	✓	✓	✓
Co-branded tote bag with logo recognition distributed to conference attendees	✓			
Co-branded water bottle with company recognition distributed to conference attendees		✓		
Recognition in NAAF's annual report	✓	✓	✓	✓

For more information or to discuss a custom engagement, contact Robbie Baker, Chief Growth Officer, at 415.851.8966 or [robbie@naaf.org](mailto:robbie@naaf.org).