

**Sickle Cell Disease Association of America
Michigan Chapter**

**2023 SICKLE CELL MATTERS WALK
SPONSORSHIP PACKET**

***“It Takes A Village To Care
For Sickle Cell Warriors”***



Dr. Wanda Whitten-Shurney

Sickle Cell Disease Association of America
Michigan Chapter
2023 SCD WALK Chairperson



THE TIME IS NOW!

**Saturday, September 9, 2023
9 am – 1 pm**

CHARLES H. WRIGHT MUSEUM

The 2023 Sickle Cell Matters Walk will be live and in person, please come out to support individuals with the most common genetic disease in the United States



Sickle Cell Matters Walk **2023**

Sponsorships

- Support clients in need of emergency financial assistance to meet basic needs
- Offer a bridge to primary and specialty care for underserved individuals
- Provide educational and career resources to students and adults
- Ensure quality counseling services for navigating life with this chronic condition

ABOUT

SICKLE CELL DISEASE

Sickle cell disease (SCD) is the most common genetic disorder in the U.S. Its effects can be devastating with complications including severe pain, anemia, infection, and stroke. It is particularly common among those whose ancestors came from sub-Saharan Africa, Spanish-speaking regions in the Western Hemisphere, Saudi Arabia, India, and Mediterranean countries such as Turkey, Greece, and Italy. Every child born in the U.S. is tested for SCD at birth.

- Approximately 3 million people in the U.S. and 200 million worldwide are carriers of the sickle cell trait. Many are unaware of their trait status
- Over 100,000 Americans are currently living with sickle cell which has an impact on the entire family.
- Approximately 60 infants are born with SCD each year in Michigan.
- There are approximately 3,300 people living with SCD in Michigan; approximately 1,600 of those individuals live in metro Detroit.



Our Work at **SCDAAMI**

Founded in 1971 by medical pioneer, Dr. Charles F. Whitten, the Sickle Cell Disease Association of America – Michigan Chapter has been on the forefront of improving the quality of health, life, and services for individuals and families affected by sickle cell for over fifty years.

- Coordinating **newborn screening for all babies born in Michigan**
- Providing multiple hours of **educational and career counseling** to **359** individuals, including financial support for college
- Supporting **approximately 600 children and their families** through the Comprehensive Sickle Cell Clinic at Children's Hospital of Michigan
- Counseling and resolving **more than 1037 human services, education, and job challenges** in **2021-22** for patients with sickle cell in the region
- **Advocating locally, statewide, and nationally** around legislative issues impacting sickle cell
- During the pandemic supporting families with virtual learning equipment, food and other COVID supplies

Your company's sponsorship heightens the visibility of your commitment to social responsibility and improves the quality of life for individuals with sickle cell. The return-on-investment benefits us all.



Platinum \$10,000 (or more)

- Logo listed on billboard (500,000 views weekly)
- 10 tickets w/ souvenirs
- Company display booth at event
- Company name or logo on staff t-shirt
- Opportunity to share educational programs on our sdaami. social media
- Opportunity to speak at the event
- Acknowledged during the event
- Company logo on event program/event signage
- Company logo displayed on the website pre and post event
- Company logo on post event collateral



Gold \$5,000

- Logo listed on billboard
- 6 tickets w/ souvenirs
- Company display booth at event
- Company name or logo on staff t-shirt
- Acknowledged during the event
- Company logo on event program/event signage
- Company logo displayed on the website pre and post event
- Company logo on post event collateral



Silver \$2,500

- 4 tickets w/ souvenirs
- Company display booth at event
- Acknowledged during event
- Company logo on event program/event signage
- Company logo displayed on the website pre and post event
- Company logo on post event collateral



Bronze \$1,000

- 2 tickets w/ souvenirs
- Company display booth at the event
- Acknowledged during event
- Company logo on event program/event signage
- Company logo displayed on the website pre and post event
- Company logo on post event collateral

Each year we provide signature sponsors recognition on all event-related marketing and promotional collateral including placing their logos prominently on a billboard with over 500,000 impressions weekly.

These are our 2022 Platinum Sponsors

- Global Blood Therapeutics
- Forma Therapeutics
- CVS Health
- Emmaus Life Sciences
- Vertex Pharmaceuticals
- Agios



Copper \$500

- 2 ticket w/ souvenir
- Company display booth at the event
- Acknowledged during event



SICKLE CELL DISEASE ASSOCIATION OF AMERICA – MI CHAPTER 2023 SICKLE CELL MATTERS WALK SPONSORSHIP FORM

Please return this completed form to SCDAAMI, ATTN: SPONSORSHIPS
18516 JAMES COUZENS, DETROIT, MI 48201

Contact Craig Bradley at 313-864-4406, or bradleyc@scdaami.org for information and customized packages.

SPONSORSHIP LEVELS

<input type="checkbox"/> Platinum \$10,000 (or more)	<input type="checkbox"/> Gold \$5,000	<input type="checkbox"/> Silver \$2,500	<input type="checkbox"/> Bronze \$1,000	<input type="checkbox"/> Copper \$500
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PAYMENT OPTIONS

Donation Amount: _____

- ☐ Cash **CREDIT CARD TYPE:**
☐ Check ☐ American Express
☐ Credit Card ☐ Mastercard
☐ Money Order ☐ Discover ☐ Visa

Visit www.scdaami.org to charge your credit card to our PayPal Account

To be included in ALL (applicable) 2023 Sickle Cell Matters Walk materials, commitment and payment must be received by July 1, 2023.

Please email your logo to bradleyc@scdaami.org in PDF/PNG/JPEG format.

SPONSORSHIP INFORMATION (please print or type)

Business Name (as it should appear in the program)		
Name (Last, First, MI)		
Street Address	State	Zip
Email		
Phone	Fax	
Website		

X _____
AUTHORIZED COMPANY REPRESENTATIVE SIGNATURE

DATE

FOR SCDAAMI USE ONLY:
REC'D BY (INITIALS/DATE): _____ TO FINANCE (INITIALS/DATE): _____ AGREEMENT SENT (INITIALS/DATE): _____

