

# Sickle Cell Disease Association of America – Michigan Chapter

## 2020 SICKLE CELL MATTERS VIRTUAL WALK SPONSORSHIP PROPOSAL

Improving the lives of people with sickle cell step by step.



*Saturday, September 19, 2020*

The 2020 Sickle Cell Matters walk brings people together to raise consciousness around the most common genetic disorder in the United States.

More than just an awareness event, we walk to raise funds, promote the need for additional research, and combat medical inequities often faced by sickle cell patients.

2020 SICKLE CELL MATTERS WALK LEADERSHIP TEAM



**Dr. Wanda Whitten-Shurney**  
**CEO & Medical Director**  
Sickle Cell Disease Association of America  
– Michigan Chapter

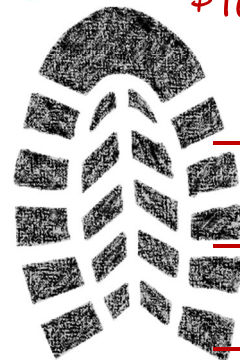


**Deborah Smith Pollard, Ph.D.**  
**2020 Honorary Walk Chair**  
Co-host, "Sunday Morning  
Inspiration" on MIX 92.3 FM  
Professor of English Literature,  
University of Michigan-Dearborn



**Dr. Ahmar Zaidi**  
**2020 Honorary Walk Co-Chair**  
Pediatric Oncologist/Hematologist,  
Comprehensive Sickle Cell Clinic  
at Children's Hospital of Michigan

*2020 Goal*  
*\$100,000*



*\$90K*

*\$75K*

*\$50K*



*\$25K*

*\$10K*



**2020 Sickle Cell Matters Walk** sponsorships help provide educational and career resources to students and adults, ensure quality counseling services for navigating life with this chronic condition, offer a bridge to primary and specialty care for underserved individuals, support low-income clients in need of emergency financial assistance to meet basic needs, and more.

## 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** and its effects impact the entire family.
- **1800-2000 infants are born with SCD** each year in the U.S.
- There are **nearly 3,000 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.

- Coordinate **newborn screening for all babies** born in Michigan
- Provide multiple hours of **educational and career counseling** to 121 individuals, including financial support for college
- Support **nearly 700 children and their families** through the Comprehensive Sickle Cell Clinic at Children’s Hospital of Michigan
- Counseled and resolved **more than 600 human services, education, and job challenges** in 2018-19 for adults with sickle cell in the region
- **Advocate locally, statewide and nationally** around legislative issues impacting sickle cell

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



Sickle Cell Matters Walk  
Sponsorships &  
Virtual Benefits

Diamond Presenting  
Gold  
Silver  
Bronze  
Copper  
Exhibitor

\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$200
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**★ YEAR-ROUND EXCLUSIVE PLATINUM SPONSOR @ \$12,500**  
Customized exclusivity available for sponsorships at or above \$12,500. Includes two branded workshops.

<b>On-site/Day-of-event:</b>						
Opportunity to bring welcome remarks in day-of video	X					
One branded item to all sickle cell Warriors	X					
Customizable activation with the activity of your choice ( <i>i.e., workshop</i> )	X	X				
Opportunity to offer congratulations in award video	X	X				
Recognition in welcome video	X	X	X	X	X	
One branded giveaway item for all Walk attendees	X	X	X	X		
Walk signage	LOGO	LOGO	LOGO	NAME		
Walk online day-of-event program	LOGO	LOGO	LOGO	NAME	NAME	NAME
Exhibit experience – e-classifieds, e-banners, and e-news ad	BANNER	BANNER	BANNER	CLASS	CLASS	CLASS
<b>Walk support group booth presence:</b>						
Educational session (to be conducted within 6 months of Walk)	3	2	1			
Day-of slide vendor/exhibitor slide show	LINKED	LINKED	NAME	NAME	NAME	
<b>Social media recognition:</b>						
One educational video on SCDAAMI YouTube channel	X					
Social media “takeover”	3 DAYS	2 DAYS	1 DAY			
Facebook Live opportunity on day-of-event	2/30 MIN	30 MIN	15 MIN			
SCDAAMI.ORG	LOGO	LOGO	LOGO	NAME	NAME	NAME
Pre- and post-event social media mentions	X	X	X	X	X	X
<b>Event publicity and promotion:</b>						
Mention with company name and level recognition in media releases	X	X	X	X		
<b>Additional Walk recognition:</b>						
Opportunity to serve as Host Committee Chair (honorary role)	X					
Presenting Walk sponsor plaque for company/organization	X					
Walk Sponsorship Acknowledgement Certificate	X	X	X	X	X	
Web site home page carousel of sponsors	LINKED	LINKED	LINKED	LOGO		

**A la carte opportunities are available as standalone activations or add-ons to the above investments. Benefits are customizable:  
Education - \$8,000 Advocacy - \$6,000 Trait Campaign - \$4,000 Holiday Party - \$3,500**

To create your own sponsorship or for other questions, please contact Stefanie Worth at [worths@scdaami.org](mailto:worths@scdaami.org).  
Thank you for your support!



**SICKLE CELL DISEASE**  
**ASSOCIATION OF AMERICA**  
**MICHIGAN CHAPTER, INC.**

Sickle Cell Disease Association of America – MI Chapter  
 2020 Sickle Cell Matters Walk Sponsorship Form

Please return this completed form to SCDAAMI, ATTN: SPONSORSHIPS, 18516 JAMES COUZENS, DETROIT, MI 48201.  
 Questions? Contact Stefanie Worth at 313-864-4406 x 111, or worths@scaami.org for additional information and customized packages.

Level:  \$12,500 Platinum  \$10,000 Diamond  \$7,500 Gold  \$5,000 Silver  \$3,500 Bronze  \$2,500 Copper

A la Carte activations:  \$8,000 Education  \$6,000 Advocacy  \$4,000 Sports Night  \$4,000 Trait Campaign  \$3,500 Holiday Party

**X Custom activation (amount/activity):** \$ \_\_\_\_\_

I'm donating 100% of my sponsorship to SCDAAMI and forego any accompanying benefits (Initials of authorized representative): \_\_\_\_\_

Vendor:  \$200 (benefits)  \$50 (table only, no sponsor benefits) Corporate donation only (no sponsor benefits):  \$1,500  \$1,000  \$500

**METHOD OF PAYMENT:**

Check (Make your check payable to SICKLE CELL MATTERS WALK)

Credit Card (Enter the following information)

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

CVV: \_\_\_\_\_

Card holder's name: \_\_\_\_\_

Signature: \_\_\_\_\_

Please invoice me. (You will receive an invoice from our finance department.)

**CONTACT INFORMATION:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Company Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Company Facebook: \_\_\_\_\_

Company Twitter: \_\_\_\_\_ Company Instagram: \_\_\_\_\_

Amount Due: \$ \_\_\_\_\_ Payment Due Date: **WITHIN 30 DAYS**

To be included in ALL (applicable) 2020 Sickle Cell Matters Walk promotions, **commitment and payment must be received by August 1, 2020.**  
 Please email your logo to worths@scaami.org in PDF/PNG/JPEG format.

**X** \_\_\_\_\_  
 AUTHORIZED COMPANY REPRESENTATIVE SIGNATURE DATE

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