



39TH ANNUAL PATIENT CONFERENCE



stronger
TOGETHER

BY HELPING FAMILIES LIVING
WITH ALOPECIA AREATA

2024
**SPONSORSHIP
OPPORTUNITIES**

June 27-30, 2024 • Washington, D.C.
Hyatt Regency Washington on Capitol Hill

Largest global assembly of people living with alopecia areata

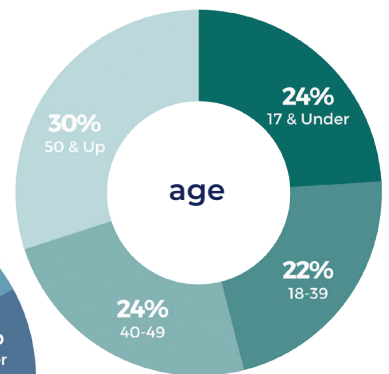
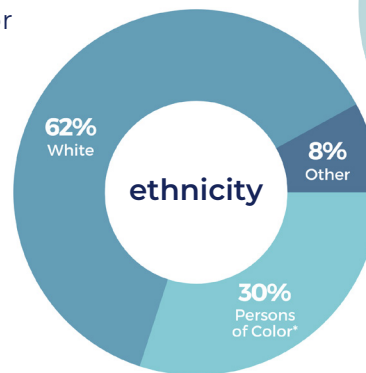
NAAF's Patient Conference is four days of empowerment and education bringing together alopecia areata community members of all ages, as well as medical and industry experts. For nearly four decades, this signature event has changed the lives of both patients and families! Conference sessions and workshops are designed to appeal to individuals who live with alopecia areata and for those who care about someone who does. Presentations focus on the latest research and treatment information, advocacy, support, mentoring, and sessions on living better with alopecia areata.

2023 AUDIENCE

- 440 participants from 37 states and 7 countries
- 47% of participants attending for the first time
- 16% of participants received financial assistance to attend
- 57% of session presenters identify as persons of color



gender



*30% Persons of Color include:
Asian: 9%, Black: 8%,
Hispanic: 7%, Multiple: 6%

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 three-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!

2024 SPONSORSHIP BENEFITS

Lives are changed every year by the NAAF Patient Conference as people with alopecia areata discover they are not alone and are stronger together. 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 of an important cause



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 with millions of potential impressions

The National Alopecia Areata Foundation (NAAF) funds research to find a cure or acceptable treatment for alopecia areata, supports those with the disease, and advocates on their behalf. 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 widely regarded as the largest and most representative alopecia areata advocacy organization. NAAF connects with members of the alopecia areata community, including patients, family members, healthcare providers, and researchers through its support programs, email newsletters, website, and annual patient conference. NAAF is a 501(c)3 nonprofit and a GuideStar/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.



National
Alopecia Areata
Foundation

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2024 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 NAAF.org conference landing page | | | ✓ | ✓ |
| Logo placement in 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 | ✓ | ✓ | | |
| 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 thank you post on all NAAF social media channels | ✓ | ✓ | ✓ | ✓ |
| Co-branded water bottle with logo recognition distributed to conference attendees | ✓ | | | |
| Co-branded writing pen 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.