WALK FOR ALOPECIA™
& ALOPECIA AREATA AWARENESS MONTH

SAVE THE DATE: Saturday • September 28, 2024

2024 Partnership Opportunities
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!**

“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
$600,000+ RAISED

GOAL: $400,000

25% 50% 75% 100%

WALK FOR ALOPECIA™

2023 RESULTS

755K
PAGE AND PROFILE VIEWS

1.3M
SOCIAL MEDIA IMPRESSIONS

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

More than 3,000 people engaged nationwide!
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

<table>
<thead>
<tr>
<th>PARTNERSHIP</th>
<th>NATIONAL PRESENTING SPONSOR</th>
<th>SHINING BRIGHT NATIONAL SPONSOR</th>
<th>NATIONAL PLATINUM SPONSOR</th>
<th>NATIONAL GOLD SPONSOR</th>
<th>NATIONAL SILVER SPONSOR</th>
<th>NATIONAL BRONZE SPONSOR</th>
</tr>
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<tbody>
<tr>
<td>COMMITTED FOR 2024!</td>
<td>Pfizer</td>
<td>Sun</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>SPONSORSHIP CONTRIBUTION</td>
<td>$150,000</td>
<td>$125,000</td>
<td>$100,000</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
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### 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: Walk For Alopecia™ presented by Company
- 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

<table>
<thead>
<tr>
<th></th>
<th>National Presenting Sponsor</th>
<th>Shining Bright National Sponsor</th>
<th>National Platinum Sponsor</th>
<th>National Gold Sponsor</th>
<th>National Silver Sponsor</th>
<th>National Bronze Sponsor</th>
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<tr>
<td><strong>Committed for 2024!</strong></td>
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<tr>
<td><strong>Sponsorship Contribution</strong></td>
<td>$150,000</td>
<td>$125,000</td>
<td>$100,000</td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### Direct to Consumer Exposure

- Opportunity to provide branded giveaways at all virtual and in-person events
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company logo in prominent, hierarchical placement on Walk participant T-shirt
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company listed as a sponsor on Walk participant T-shirt
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company logo in prominent, hierarchical placement on Walk kick-off T-shirt distributed at NAAF’s Patient Conference
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company listed as a sponsor on Walk kick-off T-shirt distributed at NAAF’s Patient Conference
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

### 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
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Opportunity for company executive to make brief welcome remarks in person at the Walk
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company provided on-site tent for branding and engagement activities
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company has the option to provide an on-site tent for branding and engagement activities
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company banner hung in prominent placement at the Walk start/finish line
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- On-site or virtual activation activity run by sponsor to be mutually agreed upon and created (optional)
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company name on photo frame at participant & social media photo share area
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company logo on route signage
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company listed on route signage
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

### Additional Exposure

- Opportunity to engage Company’s associates, vendors, partners, and consumers in the Walk For Alopecia by building a fundraising team
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company logo on Walk promotion at NAAF’s Patient Conference (June 27-30, 2024, in Washington, D.C.)
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company recognized on Walk promotion at NAAF’s Patient Conference (June 27-30, 2024, in Washington, D.C.)
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000

- Company listed in the NAAF Annual Report
  - National Presenting Sponsor: $150,000
  - Shining Bright National Sponsor: $125,000
  - National Platinum Sponsor: $100,000
  - National Gold Sponsor: $50,000
  - National Silver Sponsor: $25,000
  - National Bronze Sponsor: $10,000
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.