

WALK FOR ALPECIA & Alopecia Areata Awareness Month



2025

Local Partnership Opportunities



National Presenting Sponsor

Let's Do Something About Alopecia Areata



"NAAF has been the light in the darkness for our daughter Brynn. The support we've received from NAAF and the alopecia community has been nothing short of amazing and helped our daughter realize that she is not alone and has a wonderful community that is there to support and uplift her. I'm so proud that her journey has helped inspire others, including my colleagues at RBC. The support from RBC Capital Markets for NAAF and its youth programs has been amazing and will help support countless young people."

Shawn Borisoff
Managing Director, RBC Capital Markets

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 areata 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 the WALK FOR ALOPECIA™ movement
and do something about alopecia areata!**



Corporate and family teams across the country joined together for a morning of camaraderie and inspiration while uniting to support everyone living with alopecia areata.



Let's WALK FOR ALOPECIA™

The largest alopecia areata awareness and fundraising campaign in the world!

NAAF's signature nationwide campaign is the finale of Alopecia Areata Awareness Month! The second annual Walk For Alopecia™ was a tremendous success engaging thousands across the country, increasing public awareness of alopecia areata and raising more than \$950,000 to support alopecia areata services and research. The 2025 campaign will continue to build on this achievement, engaging more people in more communities who want to do something about alopecia areata. With a flagship event in San Francisco, volunteer-led community events in 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



Alopecia Areata Meet-Up Area at the Walk For Alopecia encourages those living with alopecia areata to connect with each other by providing a visible and dedicated space for community building, networking, and engagement.



WALK FOR ALPECIA

2024 RESULTS

\$950,000+ RAISED

In Just Our Second Year

GOAL: \$900,000

FEATURED IN 15 NEWSCASTS
IN MAJOR MARKETS INCLUDING
MINNEAPOLIS, SAN FRANCISCO
AND PHOENIX

256M

MEDIA USERS
REACHED

620K+

PROFILE AND
PAGE VIEWS

3,500+

REGISTERED
WALKERS

1M

ONLINE MENTIONS

1.1M

MEDIA MENTIONS
ACROSS THE
COUNTRY

67

NET PROMOTER
SCORE



A WIN-WIN PARTNERSHIP

NAAF is the largest alopecia areata patient organization in the world, founded by patients for patients, 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 local partnership benefits is outlined on pages 6 and 7 along with a form to be filled out. NAAF is committed to creating a custom strategy for engagement that meets the marketing needs and philanthropic goals of its partners. Thank you for your consideration!

CONTACT

We'd love to help customize a partnership with you or answer any questions you may have.

For more information,
please email: walk@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
Vice President US Dermatology Marketing, Pfizer



2025 LOCAL WALK FOR ALOPECIA™

Sponsorship Opportunities for:

	SUNSHINE SPONSOR	LOCAL PLATINUM SPONSOR	LOCAL GOLD SPONSOR	LOCAL SILVER SPONSOR	LOCAL BRONZE SPONSOR	HIGH FIVE SPONSOR
SPONSORSHIP CONTRIBUTION	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
PRE-EVENT BENEFITS & EXPOSURE						
Company logo & link on the local event landing page						
Company name listed the local event landing page						
Company recognized in NAAF national social media post						
Market specific email to participants / alopecia areata community featuring sponsors product or services						
Company logo / or name in email communication to event participants						
Company recognition in thank you social post to sponsors on all NAAF channels						
Company recognized at the national Walk Kick-Off event						
Company name listed on the Walk participant T-shirt						
DAY OF EVENT BENEFITS & EXPOSURE						
Company recognized on local route signage						
Speaking opportunity during local event program						
Company logo on local Walk For Alopecia™ banner in prominent, hierarchal placement						
Company name list on local Walk For Alopecia™ banner in prominent, hierarchal placement						
Verbal recognition in Walk For Alopecia™ local event day program						
Opportunity to engage company employees by building a Walk For Alopecia™ fundraising team for additional exposure and benefits						
Local display at the event						
Opportunity to distribute product or provide a give-away (to be provided by the sponsor)						
Company logo or name on photo frame signage						
Official NAAF table sponsor with logo and branding recognition at the NAAF table						
Local balloon arch sponsor recognition at the start/finish line						
POST EVENT BENEFITS & EXPOSURE						
Company logo or name recognition in the local event email						
Company name listed in the NAAF Annual Report						

Benefits are subject to deadlines and will be recognized upon receipt of the sponsorship form and logo. Logo and form can be sent to walk@naaf.org (please note your local walk name / location in the note line of your check).

2025 LOCAL WALK FOR ALOPECIA™

Sponsorship Form for:

TELL US ABOUT YOURSELF

Name: _____ Title: _____

Company: _____

Email: _____ Phone Number: _____

Mailing Address: _____

Sponsor Website: _____

Note: All communication about your sponsorship will be directed to the email address you provided above.

SELECT YOUR SPONSORSHIP LEVEL

☐ \$10,000 ☐ \$7,500 ☐ \$5,000 ☐ \$2,500 ☐ \$1,000 ☐ \$500

Tell us about your gift: ☐ Cash ☐ In-kind

☐ Sponsorship is based on the fair market value of the in-kind donation.

Fair market value of the in-kind donation: \$ _____

Description of the in-kind donation: _____

CHOOSE HOW YOU'LL MAKE YOUR PAYMENT

☐ Send me an invoice for my sponsorship

☐ I am paying by credit card. Please contact me to process the payment.

☐ I am paying by check.

For check donations and payments: PO Box 1270, Suisun City, CA 94585

For all other correspondence and invoices: 1500 Grant Avenue, Suite 242, Novato, CA 94945

Sponsorship form and logo are due by August 1, 2025 via email to walk@naaf.org.

Your logo may be used at large sizes and we want it to look great, so please send a high-resolution file (png or jpg usually work best).

Thank you for supporting the National Alopecia Areata Foundation and the WALK FOR ALOPECIA™.

Together we are shining the brightest light on alopecia areata, raising funds and helping the world understand that is not *just* hair.

NAAF Federal Tax ID: 94-2780249

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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.

Awareness Month