

MAKE A MOVE FOR SCLERODERMA

Sponsorship Opportunities



Scleroderma Canada | Sclérodermie Canada



June 2023

Sclero-what?!?

Scleroderma is a **rare, chronic, multi-symptom autoimmune disease** that affects the body's connective tissue.

In scleroderma, a person's immune system works against itself resulting in excess tissue collagen throughout the body. This overproduction of collagen can prevent the body's organs from functioning properly. In some forms of scleroderma, patches of hard, tight skin are the extent of this irregular collagen over-production process.

In the systemic forms, the problem goes much deeper, and can **severely affect blood vessels and internal organs such as the heart, lungs, kidneys, and digestive tract.**

About Scleroderma Canada

We are the national advocate for those affected by this rare and difficult disease. Established in 1999, we have worked collaboratively with regional and international organizations to bring health care research, education and clinical care together to ensure those affected by scleroderma have access to the latest advances in care.

By engaging in activities aligned to Scleroderma Canada's core pillars (Patient Support, Research and Awareness), we will work towards:

1. Developing patient education and bring patients together in peer to peer groups
2. Granting research funding requests and facilitating grant requests for external research funding
3. Increasing awareness of Scleroderma through out annual campaigns and activities planned across Canada
4. Advocacy

Our Impact in 2022



\$337,500 awarded in research grants.



Ofev; for those living with Interstitial Lung Disease (ILD) was approved across Canada.



250+ patients attended support groups.



Over 30 hours spent meeting with Government Officials advocating for access to necessary treatments, drugs and supports.



MAKE A MOVE FOR SCLERODERMA

The Campaign

Make A Move For Scleroderma is Scleroderma Canada's largest annual fundraising campaign, with a **goal to raise over \$350,000** during our "hybrid" campaign this year.

The event/campaign encourages people from across Canada to "Make a Move" (walk, bike, fish, garden, yoga, etc) to raise critical funds and awareness for Scleroderma.

The campaign will culminate with **over 1200 participants joining one of 13 regional Celebration Days in June** (Scleroderma Awareness Month) - where participants will join together for a celebratory activity at a local park and collectively amplify their voices and commitment to fighting for a cure for Scleroderma.



MAKE A MOVE



FOR **SCLERODERMA**

Sponsor Benefits

You will receive exposure through event advertising and promotion. You will also receive access to:



4.5k Followers
13.5k+ Post Reach
5k+ Post Engagement



2.4k+ Followers



4.8k+ Recipients



850 Followers
9.8k+ Profile Reach

By partnering with Scleroderma Canada during Make a Move, you will make an **INCREDIBLE IMPACT** on the scleroderma community and help patients feel seen and heard.

Currently, the cause of scleroderma is unknown and there is **NO CURE** with the life expectancy for people living with systemic scleroderma being only a little over 10 years. As a sponsor, your company can help fund lifesaving patient supports, improved healthcare access, and research.

To confirm your sponsorship, or for additional questions, please contact John Malcolmson
john@scleroderma.ca | 905-544-0343

Local Event Sponsorship Opportunities

Presenting Sponsor

Investment **\$2,000**

- *Exclusive per event location*
- Registration for 4 people to attend a MAM celebration event
- Logo on ALL local event promotional social media posts
- Mention in ALL local event social media captions
- Logo on ALL local event print marketing materials
- Logo on local event website page
- Logo & Name on exclusive event signage
- Emcee highlight of sponsor at local event
- Individual social media post highlight sponsorship
- Opportunity to distribute promotional materials at in-person events

EXCLUSIVE

Gold Sponsor

Investment **\$1,000**

- Registration for 3 people to attend a MAM celebration event
- Logo on ALL local event promotional social media posts
- Logo on local event website page
- Logo & Name on exclusive event signage
- Emcee highlight of sponsor at local event
- Social media post highlight local sponsorships (combined)
- Opportunity to distribute promotional materials at in-person events

Five (5) per Event

Bronze Sponsor

Investment **\$500**

- Registration for 2 people to attend a MAM celebration event
- Logo on local event digital flyer
- Logo on local event website page
- Logo & Name on exclusive event signage
- Emcee highlight of sponsor at local event
- Opportunity to distribute promotional materials at in-person events

Unlimited

Local Event Sponsorship Opportunities

Branded Sign Sponsor

Investment **\$250**

- Logo on chosen event's website page
- Logo & Name on EXCLUSIVE event signage (H-Frame) sponsor-chosen event location
- Emcee highlight of sponsor at sponsor - chosen event location
- Social media post highlight sponsorship level (combined)
- Additional signs and/or event locations are available

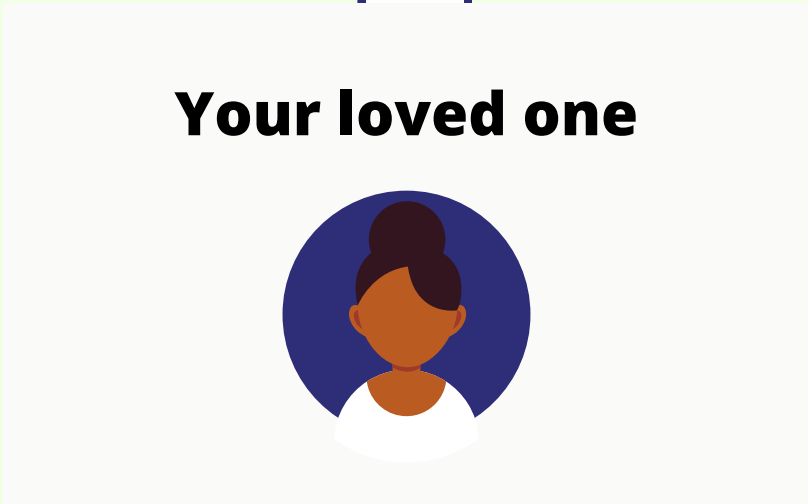


Unlimited

In Memory Sign Sponsor

Investment **\$150**

- Logo & Name on EXCLUSIVE event signage (H-Frame) at chosen event location
- Additional signs and/or event locations are available



Unlimited

In Honour Sign Sponsor

Investment **\$150**

- Logo & Name on EXCLUSIVE event signage (H-Frame) at chosen event location
- Additional signs and/or event locations are available

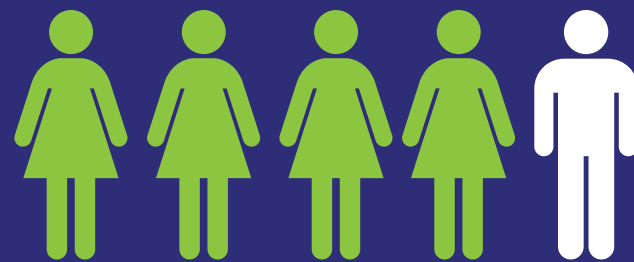
Unlimited

Additional Involvement Opportunities

In Kind Donations

Support an MAM Event by making an in-kind donation. We are always in need of prizes, food and giveaway items. Another great way to support is by donating your services (fitness class instruction, face painting, etc)

Women are **4 times** more likely to get scleroderma compared to men.



"I'm proud to say that scleroderma won't keep me down"
-Suzanne C

Register a Corporate Team!

Gather your colleagues and join us for some Make a Move fun! Fundraise, participate in an exciting mix of physical activities and help build awareness for this rare disease!

Worldwide, **2 million** people live with scleroderma.



In Canada, **1 in every 2,500** persons live with scleroderma.

"My dad fought one hell of a fight against scleroderma. By donating to the Scleroderma Society of Ontario you are helping support an amazing cause that supports those who have lost their lives to scleroderma and those who are still fighting it."
- Emily

MAKE A MOVE FOR SCLERODERMA

Become a Sponsor Today!

Because scleroderma is a rare disease, it comes with loneliness and isolation. People feel overwhelmed and distressed in the absence of information, support, and an understanding peer group. By becoming a sponsor, your company has to opportunity to give the greatest gift, the **GIFT OF HOPE**, to people living with scleroderma

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