



**LET'S UNITE TODAY!**

## **SPONSORSHIP PACKET**



**IMPACT PARTNER**



# Welcome

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Hello! We're reaching out to you as a friend and supporter of The Sturge-Weber Foundation, seeking your help for our exciting conference happening in Philadelphia, PA from July 11-14, 2024.

Our International Conference is a joyous event that brings together families from all corners of the world living with Sturge-Weber syndrome. It's an opportunity for families to gain valuable insights from experts across the country and experience our renowned Centers of Excellence in Philly. Moreover, the conference helps families forge extraordinary bonds with one another. With our growth over the years, we expect a remarkable turnout of 150 attendees from the USA, Canada, and even nine families flying in from Australia this year. Our ultimate aim is to educate, foster acceptance, respect, and create a comforting, home-like environment for all.

We would be thrilled to have your company participate in the conference as it brings immense value to The Sturge-Weber Foundation and our members. We understand that many of our members may require assistance and may not know where to turn. That's why the opportunity to have a direct conversation with you is invaluable to our members. In order to support this, we would like to offer a conference fee of \$500. Additionally, vendors who register for the conference will be provided with a table to present on both Thursday and Friday, July 11th and 12th.

Come join our organization and be a sponsor for one of our many events! Whether it's a refreshment break, breakfast, luncheon, hospitality room, reception, kids camp, or evening entertainment, your firm's name and logo will be prominently displayed at the service table. Plus, we'll give you a shoutout and recognition throughout all the appropriate moments during the event and on our social media pages and website. And not only that, your team can also mingle and connect with our members during The SWF activities! It's a perfect opportunity to build relationships in a relaxed and casual environment, away from the vendor exhibition tables. So, don't miss out on this fantastic chance to get involved!

Please complete the enclosed application and return it to the below address prior to May 30th, 2024. The sponsorship funds are due by June 15th, 2024.

If you need more information, or have further questions, please feel free to contact me.



Sincerely,

*Julia Terrell*

Director of Community Relations  
jterrell@sturge-weber.org

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[www.Sturge-Weber.org](http://www.Sturge-Weber.org) | (973) 895-4445



Families Supported

8,049

Hours of Support

96,000

Faithful Donors

15,000

Professional Support

560

STRONGER BECAUSE WE ARE



THE STURGE-WEBER FOUNDATION

## About Us



In the past few years the whole world learned the importance of being united. **"Unite"** resonates with many people all over the world. At The Sturge-Weber Foundation, we are lucky enough to work with knowledgeable doctors, clinicians, researchers, scientists, industry, patients, caregivers, and all the support people to make our world of SWS a village.

This year the SWF chose our theme to be Unite. Why?

1. Together when we UNITE we have a bigger voice.
2. Together when we UNITE our workload gets lighter.
3. Together when we UNITE we learn more and achieve greater results.
4. The most important why is...

We are stronger because we are **UNITED!**

**So much of our progress comes from all of us being united for one purpose. Across the globe, we come together for all those with SWS and be the source of improved quality in their lives!**

**WE ARE STRONGER BECAUSE WE ARE UNITED.**

## **Support. Integrity. Vision.**

These qualities have distinguished the Sturge-Weber Foundation (SWF) since 1987. Thousands of people have been served and continue to be served by the SWF's one on one phone support, family networking program, education, physician referral service, medical education programs, and research endeavors.

The Sturge-Weber Foundation is a 501 (c) (3) non-profit organization with an ever-increasing worldwide membership and is funded by corporate and private donations, grants, and fundraising activities. The SWF was founded by Kirk and Karen Ball. They began searching for answers after their daughter, Kaelin, was diagnosed with Sturge-Weber syndrome at birth. The SWF was incorporated in the USA in 1987 as an International 501(c)(3) non-profit organization for patients, parents, professionals, and others concerned with Sturge-Weber syndrome (SWS).

In 1992, the mission was expanded to also support and serve individuals with capillary vascular birthmarks, Klippel-Trenaunay (KT), and Port-Wine Birthmarks.

# Int'l Family Conference Sponsorship Levels



## DIAMOND SPONSOR(S)

### Reception Dinner Saturday Night

Sponsorship Level: \$20,000\*

Touchpoints:

- Sponsored by logo on program
- Sponsored by logo on event webpage
- Sponsored by logo in one Branching Out magazine
- Sponsor recognition on signage
- Sponsor recognition at Saturday Night dinner
- Logo on commemorative Conference t-shirt with prominent placement



## SILVER SPONSOR(S)

### Outing to Penns Landing or Kids Camp

Sponsorship Level: \$10,000\*

Touchpoints:

- Sponsored by logo on program
- Sponsored by logo in one Branching Out magazine
- Sponsor recognition on signage
- Logo on commemorative Conference t-shirt



## BRONZE SPONSOR(S)

### Lunch for Families

Sponsorship Level: \$2,500\*

Touchpoints:

- Sponsored by logo on program
- Sponsored by logo on table tents at event



## SPEAKER SPONSOR(S)

### Reception for Speakers

Sponsorship Level: \$2,000\*

Touchpoints:

- Sponsored by logo on program
- Sponsored by logo on table tents at event



## WARRIOR SPONSOR(S)

### Swag Bags

Sponsorship Level: up to \$1,000\* each

Touchpoint:

- Sponsored by logo on program

### Lunchtime Chats – Breakouts

Sponsorship Level: up to \$1,000\*

Touchpoint:

- Sponsored by logo on program

### Mini Clinics with Doctors

Sponsorship Level: \$500\*

Touchpoint:

- Logo provided at display table

### Table Registration

Sponsorship Level: \$500\*

Touchpoint:

- Logo provided at display table

### Ice Cream Social

Sponsorship Level: \$250\*

Touchpoint:

- Logo provided at display table

\*All Sponsorships are negotiable.



# Int'l Family Conference Sponsorship

The SWF Int'l Family Conference is held every-other-year. The next conference will be held in Summer 2024 in Philadelphia, PA. We are excited to have Michael Duffy's Australian families joining us, thanks to fundraising efforts down-under!



## Swag Bags

We love to greet each family with a bag full of SWF Swag (Tote Bag, T-shirts, etc).

## Kids Camp

While parents attend workshops, the kids have fun with our amazing counselors.

## Mini Clinics with Doctors

Families have a chance to meet with attending doctors to ask questions.

## Ice Cream Social

Ice cream and ice breakers games to help kids and kids-at-heart meet new friends.

## Breakfast of Champions

Families get their day started right with a healthy breakfast.

## Lunchtime Chats – Breakout with Moms/Dads/Patients/Siblings

This is a chance to discuss SWS and learn from each other.

## Reception for Speakers – Friday Night

This is our welcome reception with special guest speakers to help kick off the Conference.

## Outing to Penns Landing

More detail to come as we are still in the planning stages of this event.

## Reception Dinner Saturday Night

We end the Conference with a special dinner on the Spirit of Philadelphia!

# Virtual Events Sponsorships

Throughout the year we host many virtual events via Zoom. SWF Members from around the world connect with other SWS patients and caregivers. We hope that you will join us for one or all of these events.

## SWF Education Day Mini Summit Series Sponsor(s)

Five (5) virtual event per year.

Sponsorship Level: \$5,000\*

Touchpoints:

- 3 Social Media Promotions per Mini Summit
- 3 Direct Email Promotions per Mini Summit

## Mental Health Chats Sponsor(s)

Alternating SWS Adult/Teens and Caregiver/Parent Chats every other month throughout the year.

Sponsorship Level: \$5,000\*

Touchpoints:

- 3 Social Media Promotions per Chat
- 2 Direct Email Promotions per Chat

## Town Hall Meetings with Karen Sponsor(s)

Two (2) virtual events per year.

Sponsorship Level: \$2,500\*

Touchpoints:

- 2 Social Media Promotions per Chat
- 2 Direct Email Promotions per Town Hall



## Virtual Education Mini-Summits

## Virtual Roundtables

## Mental Health Chats

- SWS Adult/Teens
- Caregiver/Parent

## Town Hall Meetings with Karen

## Clinical Care Network (CCN)

## SWF International Research Network (SWFIRN)

\*All Sponsorships are negotiable.



# Sponsorship Programs



## Webster's World

The Sturge-Weber Foundation's mascot is Webster, a cute and cuddly teddy bear. Webster's job is to travel the USA and all over the world to give comfort and snuggles to those in the hospital with SWS-related procedures (port-wine birthmark laser treatments) and recovering from seizures or surgeries.

Webster has a passport full of stamps as he has visited families from the United States, Canada, Australia, United Kingdom, Italy, Sweden, and counting!

Sponsorship Level: \$5,000\*

Touchpoint:

- Sponsored by logo on Webster's World page
- 1 Social Media posts, plus shoutout on each post featuring Webster and child.



## SWF Warrior University

At SWF Warrior University, members will find practical information for living with SWS, KT, and PWB. The University will be divided into two sections: One for members; the other for professionals, such as researchers, medical professionals, and our Clinical Care Networks. It's not to say families can't visit both sections however, we have broken the sections up in this manner to give them the best information for their needs. We have educational videos by experts and downloadable information that can't be found anywhere else.

Sponsorship Level: \$4,000\*

Touchpoints:

- Logo on Warrior University
- Social Media Promotions on Launch
- 3 social media posts for launch



## Corporate Million Miles Walk

Held in conjunction with our SWF Month of Awareness in May is the Million Miles Walk. Companies of all sizes are invited to join us by sponsoring a team of walkers. Employees can then join the team and begin tracking their miles walked. T-shirt sponsorships are also available. Sponsors have the honor of their company logo printed on the back of the shirt, recognition on the website, and social media posts.

Sponsorship Level: \$5,000\*

Touchpoints:

- Logo on walk t-shirt
- Social Media Promotions in the month of May
- Sponsored by logo in one *Branching Out* magazine
- 3 Direct emails
- Logo on promotional video

\*All Partnerships are negotiable.

# Sponsorship Programs cont.



## Branching Out Magazine

The SWF magazine is published four times a year; twice being digital only then printed twice a year and mailed to approximately 3,600 households.

The magazine serves as an informational magazine with articles written by our staff and our medical and scientific consultants.

Sponsorship Level: \$20,000\*

Touchpoints:

- Logo printed on the back cover of the magazine
- Sponsored by logo on digital download web page
- 1 social media post



## SWF Warrior University App

We currently in development of an app just for Sturge-Weber patients! This app will serve as a place to store all patient records, record doctors visit notes, and easily download and share brochures about SWS to doctors, schools, and care providers.

Sponsorship Level: \$30,000\*

Touchpoints:

- Logo on app
- Logo on download web page
- 2 social media posts on launch + 12 months continued



## SWS Adult Retreat / Warrior-to-Warrior Mentorship Program

This retreat, especially made for SWS adult patients, would serve as an educational mentoring workshop for our future Warrior-to-Warrior members. At this retreat participants will learn how to be a healthy mentor to younger patients, learn how to advocate for aging SWS patients and families, become a Warrior-to-Warrior Mentor (new program launch), and enjoy fellowship with other SWS adults.

Sponsorship Level: \$10,000\*

Touchpoints:

- Logo on commemorative t-shirt
- Logo on web page
- 2 social media posts on launch
- Logo on mentorship packets

\*All Partnerships are negotiable.





## 2024 SPONSORSHIP AGREEMENT

This is a Sponsorship Agreement agreed upon as of \_\_\_\_\_, 20 \_\_\_\_\_,  
between the "Client", The Sturge-Weber Foundation, and "Sponsor",

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A. Client is a tax-exempt charitable organization under Section 501(c)3 of the Internal Revenue Code, it's mission to support patients with the rare disease condition, Sturge-Weber syndrome (SWS), and fund research of Port-Wine Birthmarks and SWS.

B. Sponsor desires to become a sponsor of the client and to provide financial support to and increase public awareness of Client's mission, on the basis set out in this Agreement. Client and Sponsor agree to the following:

1. To support Client's charitable activities, Sponsor will make a sponsorship payment to Client in the amount of \$. \_\_\_\_\_ by \_\_\_\_\_ (date of payment).

2. Sponsor will be recognized as a 2023-2024 sponsor during pre-promotion of the event, during the event, and post-event thank you recognition on the date of payment. Client will acknowledge Sponsor in accordance with its customary donor recognition as well as additional recognition listed in "Sponsorship Touchpoints".

3. Sponsor may identify itself as a corporate sponsor of Client during the term as specified in agreement.

4. Client will provide Sponsor no "substantial return benefit" as defined in Section 513(i) of the Internal Revenue Code.

5. Sponsor will provide Client with approved logo and other communication materials needed to fulfill Sponsorship Touchpoints (logos, presentations, video, etc.)

Signature of Sponsor Representative \_\_\_\_\_

Print Name \_\_\_\_\_

Signature of Client Representative \_\_\_\_\_

Print Name \_\_\_\_\_