CURRENT PROGRAMS & SPONSORSHIP OPPORTUNITIES

Improving The Lives Of People With Rheumatoid Disease

RHEUM4US.ORG
CURRENT PROGRAMS & SPONSORSHIP LEVELS

Rheumatoid Awareness Day
Sole Partner Sponsorship: Minimum $12,000
Contributing Sponsor: Any amount

Scholarship Program
Sole Partner Sponsorship: Minimum $6,000
Contributing Sponsor: Any amount

Billboard Public Service Announcements
Billboard Sponsorship: $1,000 per billboard

Educational Materials
Printing Costs: ~$500 per order of brochures or posters
Shipping Costs: Any amount

ACR Annual Meeting
Sole Partner Sponsorship: Minimum $15,000
Contributing Sponsor: Any amount

General Donations & Custom Sponsorships
We can take any size donation and create a custom sponsorship package, with donated funds contributing to new or existing programs, or supporting operating costs.

The following pages include details on our current programs. Please contact us if you have any questions, or if you are interested in a sponsorship.
February 2nd was established by RPF in 2013 as Rheumatoid Awareness Day -- giving people with the chronic illness known as rheumatoid arthritis, or rheumatoid disease, a day of recognition. Because the disease is commonly presumed to be a type of arthritis, awareness is lacking, causing problems with disability accommodations, clinical care, healthcare costs and research funding. Our annual awareness day campaign centers around social media, providing a way to support people with rheumatoid disease (PRD), spread facts and increase awareness of what rheumatoid disease really is. We encourage individuals to “celebrate” in their own ways at in-person events of their own creation. Typical audience reach is at least 10x average during Awareness Day timeframe.
SCHOLARSHIP PROGRAM

SCHOLARSHIP PROGRAM OVERVIEW

Beyond the physical, mental and emotional hardship of rheumatoid disease (RD), there is also often a financial toll placed on people with RD due to the expenses of continuous care and treatment, as well as potential disability and loss of income. One of RPF’s primary goals is offering support to rheumatoid patients. One way in which we seek to do this is to offer support to students who have RD or whose parents have RD, as they pursue higher education. RPF’s scholarship program helps to support and meet the needs of these students.

“I have watched my mother struggle with Rheumatoid arthritis for as long as I can remember, and it has propelled me into [the] healthcare field. Thank you to the Rheumatoid Patient Foundation for this opportunity, and for providing hope to those afflicted by this condition.

– Claire Kennedy, Scholarship Recipient

• Open to any U.S. student enrolled at a higher education institution who has a diagnosis of Rheumatoid Arthritis or Juvenile Rheumatoid Arthritis, or who has a parent with such a diagnosis

• Participants are required to submit a written response to several essay prompts, which are scored by a judging panel to determine the winners

• Growing program since 2015, with five $1,000 scholarships awarded in 2018 – and a goal of continued growth in quantity and amount of scholarship awards

• Sponsors receive strong recognition throughout the length of the program and year-long acknowledgement on our website.

• Program is supported by social media campaigns and listings on top scholarship websites
RPF has partnered with Lamar Advertising Company to create the first ever public service announcement campaign for rheumatoid disease – featuring billboards with educational and awareness messaging in several major markets across the U.S. – including Chicago, Orlando, Seattle and Kansas City. Billboards featured donated photos from people with rheumatoid disease with messaging to highlight the diversity of this illness, the often invisible nature of RD, and the fact that rheumatoid disease is so much more than simply arthritis. With millions of impressions across major markets, these billboards truly made a BIG impact on public awareness! Space for the billboards is donated, but RPF is required to pay the printing fees, which run about $1,000 per billboard. Sponsorships can be for a single or multiple billboard locations.

The Faces of Rheumatoid Disease: An Invisible Illness
Our hope is to provide educational resources that are easy to understand and to provide encouragement and support to others with rheumatoid disease during their time spent in doctors' waiting rooms and exam rooms.

The Rheumatoid Patient Foundation has created a number of educational brochures and posters for use in a clinical setting. We’d like to continue creating content that is helpful for both physicians and patients, fostering better communication between doctors and people with rheumatoid disease.

Many of these materials are shipped to doctor’s offices free of charge. Materials include generic information and do not promote any specific drug or treatment.

Sponsorship opportunities exist to partner on content and development or to support printing and distribution costs.
Each year, the American College of Rheumatology (ACR) hosts a conference that brings together thousands of rheumatology professionals from around the world to present upon and learn about the most recent research in the field. RPF typically sends several board members and volunteers to the ACR Annual Meeting to act as the face and voice of patients at the event. In years past, we have had an exhibit booth staffed by volunteers, have had research abstracts published and have presented at educational sessions. We also offer free resources to healthcare providers that attend.
CORPORATE SPONSORSHIP LEVELS

Below are three standard partnership opportunities available with the Rheumatoid Patient Foundation. Customized sponsorships can also be created upon request. Individual program sponsorship details are also available.

PARTNER: $12,000

- Recognition as the sole sponsor for Rheumatoid Awareness Day (February 2nd) OR ACR (sponsoring RPF’s booth, volunteers, etc. for the event)
- Branding and logo included on custom content created for the chosen program
- Blog post dedicated to sponsorship program, with information and links back to your organization
- Hyper-linked logo displayed on RPF Corporate Member Page for one year with brief description of company mission
- Logo with listing in Annual Report
- Special custom-created content block in RPF’s e-newsletter
- Acknowledgements of sponsorship via social media, with appropriate tags to your organization

COLLABORATOR: $6,000

- Recognition as sole sponsor of Scholarship Program, Billboard Sponsorship OR partial sponsor of another program
- Logo displayed on RPF Corporate Member Page for one year
- Special custom-created content block in RPF’s e-newsletter
- Recognition in RPF Annual Report by giving level
- Acknowledgements of sponsorship via social media

ALLY: $3,000

- Sponsorship of 1-3 billboard locations OR partial sponsorship of another program
- Logo displayed on RPF Corporate Member Page for one year
- Recognition in RPF Annual Report by giving level
- Logo inclusion in RPF e-newsletter
- Acknowledgements of donation via social media

RPF Contact: Dana Symons | dana@rheum4us.org | 616.443.1998
PARTNERSHIP OPPORTUNITIES

The Rheumatoid Patient Foundation (RPF) is the only non-profit organization dedicated solely to improving the lives of people with rheumatoid disease (PRD). Our engaged network of over 16,000 PRD offers you a direct connection to your target audience. RPF has a strong commitment to publicly recognizing institutions which serve people well and support the RPF mission, and our constituents appreciate the opportunity to get involved in new ways. We are happy to work with you on a partnership opportunity that supports both our mission and your organization’s goals.

PARTNERSHIP COMMITMENT FORM

☐ Partnership Level: ________________________________

Contact Name: ____________________________________________________________________________

Company Name: ____________________________________________________________________________

Address: ____________________________________________________________________________________

Phone: ______________________________________________________________________________________

Email: _______________________________________________________________________________________

Signature: ________________________________  Date: __________________________

RPF’s Commitment:

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RPF is a 501(c)(3) non-profit organization. Tax ID: 24-4991088

Full payment of donation must be made within 30 days of signing this agreement. Donations may be paid through our website or by check at the following address:

Rheumatoid Patient Foundation
18801 N Dale Mabry Hwy, PMB 25603
Lutz, FL 33548