



2023-2024 Sponsorship



SK / Epilepsy Alliance America Sponsorship

■ Digital Campaign	\$ 40,000
■ Event Sponsorship	
‘Marquee Sponsor’ of selected events	\$100,000
■ Community Outreach	\$ 50,000
■ New Components	
• Seizure Action Plan Coalition	\$10,000
• Seizure First Aid Training	\$25,000
• Member Organization Annual Meeting	\$25,000
TOTAL Sponsorship	\$250,000

Digital Campaign \$40,000

Goal: Expand awareness of and access to the SKLSI S.T.E.P.S tool by more people living with epilepsy through a comprehensive campaign which includes organic and paid social media.

Measurables: Epilepsy Alliance America will report regularly on the following:

- Views of [S.T.E.P.S. Tool - Epilepsy Alliance America](#) page
- Downloads of both English and Spanish S.T.E.P.S. tool
- Views of S.T.E.P.S. videos
- Posts by Epilepsy Alliance America and its member organizations
- Emails of Epilepsy Alliance America

What's New for 2023-2024?

- We will develop compelling videos and infographics regarding Seizure Safety at home and in the workplace to invite engagement – disseminated via Epilepsy Alliance America and the Member Organizations' social media channels.
- Produce videos and infographics in both English and Spanish

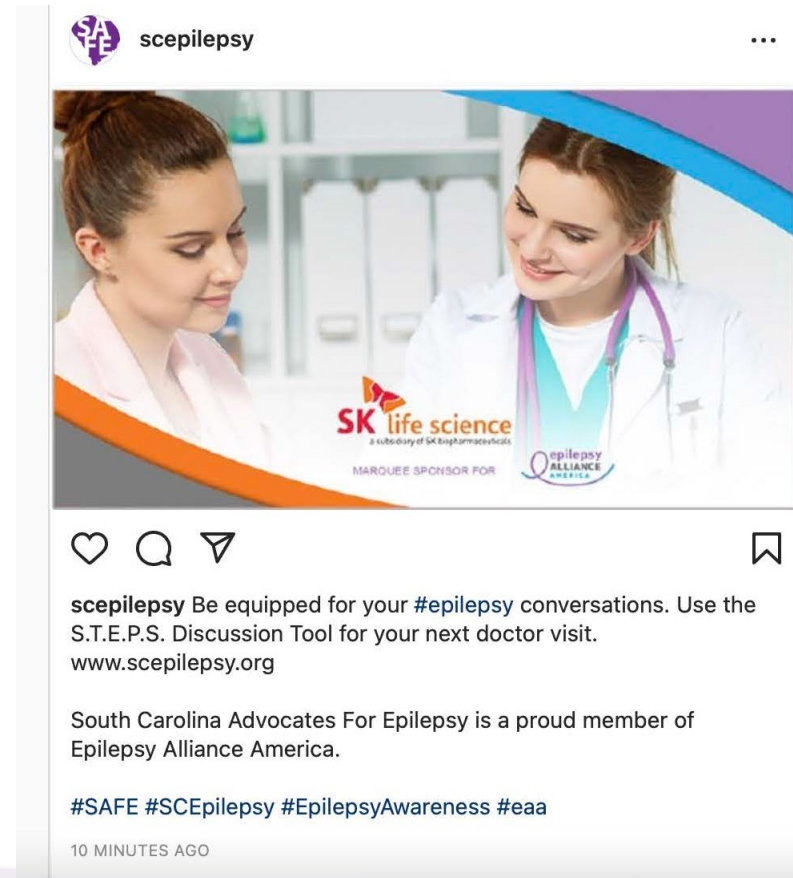
Member Organization Deliverables

Minimum of ONE Social Media post per quarter

- Sample posts will be provided in September 2023 focusing on Seizure Safety and having conversations about Seizure Safety with your Health Care Provider.
For 7/1/2023 – 9/30/2023 – you can use a 2022-2023 post
- You can ALWAYS just ‘share’ an SK related post on an EAA Social Channel to your organization’s page.
- Send a screenshot of your post to EAA each quarter with the AUDIENCE of your social media channel.

Sample Documentation to Submit to Epilepsy Alliance America

Posted by SAFE on 8/7/2023 to Instagram. Instagram audience is 850.



Member Organizations will receive....

- In June, 2024, Member Organizations who participate and submit proof of a minimum of FOUR posts will receive a Member Organization Grant in the amount of \$1,000.

Event Sponsorship \$100,000

- **Goal:** Continue to elevate the presence and awareness of the SKLSI brand and support at select local Epilepsy Alliance America member organization events – including runs, walks, galas and community events.
EAA will provide a complete list of events
- **Measurables:** Epilepsy Alliance America will report regularly on the following:
 - Events completed. Including audience, photos, screenshots of social media posts, and other collateral as provided by member organizations

Member Organization Deliverables

Recognize SK as a Marquee Sponsor at the events your organization identified.

Display the SK / EAA pull up sign at the event.

Display the SK / EAA tablecloth at the event.

Engage SK staff at the event as appropriate.

Sample Documentation to Submit to Epilepsy Alliance America



Photograph of SK reps at an event



Photo of SK tablecloth



Photos of Pull Up Sign

Submit the NAME OF YOUR EVENT: DATE OF THE EVENT: NUMBER OF PEOPLE AT THE EVENT
If there were any SK representatives at the event – please include their names as well.

Member Organizations will receive....

Member Organizations who participate and submit documentation will receive an Member Organization Grant **in the amount of \$7,000.**

- Note: Grants will be made QUARTERLY. Organizations will receive their payments after ALL of the events for their organization are completed and documentation is received.
- If your event is cancelled or rescheduled for any reason we will work with you to substitute another event on your roster.

Event Name	Event Date	Member Organization
Volleyball Tournament - DeKalb	Saturday, September 16, 2023	Epilepsy Advocacy Network
Golf Outing in Winnebago	Saturday, October 14, 2023	Epilepsy Advocacy Network
Bingo Night - Peoria	Wednesday, November 1, 2023	Epilepsy Advocacy Network
Bingo Night - Quad Cities	Wednesday, November 1, 2023	Epilepsy Advocacy Network
Walk the Talk - Miami, Florida	April 20 ,2024	Epilepsy Alliance Florida
Purple Picnic	Saturday, October 22, 2022	Epilepsy Alliance Louisiana
Cornhole Tournament	Saturday, June 1, 2024	Epilepsy Alliance Louisiana
Seize the Day Run/Walk	Monday, April 1, 2024	Epilepsy Alliance Louisiana
Epilepsy Alliance Appreciation Dinner, Charlotte, NC	Friday, September 15, 2023	Epilepsy Alliance North Carolina
2 nd annual Seizure Series dinner talk for healthcare providers	Thursday, October 5, 2023	Epilepsy Alliance North Carolina
32 nd Annual Chili Championship Cook-off	Saturday, October 7, 2023	Epilepsy Alliance North Carolina
2 nd annual Loop the Loop Walk, Wilmington, NC	Sunday, October 15, 2023	Epilepsy Alliance North Carolina
14 th annual Art for a Cure	Sunday, November 5, 2023	Epilepsy Alliance North Carolina
7 th annual Evan's Epilepsy Event, Cornhole for a Cause	Sunday, November 12, 2023	Epilepsy Alliance North Carolina
Seize Hope Dinner	Wednesday, November 1, 2023	Epilepsy Alliance Ohio
Stroll 4 Epilepsy	Thursday, February 1, 2024	Epilepsy Alliance Ohio
Picnic	Tuesday, August 1, 2023	Epilepsy Alliance Western New York
1 in 26 Walk: Syracuse, NY	Sunday, October 1, 2023	Epilepsy Alliance Western New York
1 in 26 Walk: Rochester, NY	Sunday, October 1, 2023	Epilepsy Alliance Western New York
Chocolate Ball	Saturday, April 27, 2024	Epilepsy Alliance Western New York
Harrisburg Family Run / Walk 4 Epilepsy	Saturday, August 5, 2023	Epilepsy Association of Western and Central PA
Erie Family Run / Walk 4 Epilepsy	Saturday, June 1, 2024	Epilepsy Association of Western and Central PA
Altoona Family Run / Walk 4 Epilepsy	Saturday, June 8, 2024	Epilepsy Association of Western and Central PA
Pittsburgh Family Run / Walk 4 Epilepsy	Saturday, June 22, 2024	Epilepsy Association of Western and Central PA
Family Holiday Party and Zoo Experience	Sunday, December 3, 2023	Epilepsy Services Foundation
Pinellas Walk for Epilepsy	Saturday, February 24, 2024	Epilepsy Services Foundation
Hillsborough Walk for Epilepsy	Saturday, April 6, 2024	Epilepsy Services Foundation
Paint the Pony Purple	Sunday, March 26, 2023	Epilepsy Services of New Jersey
Annual Golf Outing	Monday, July 17, 2023	Epilepsy Services of New Jersey
Trick or Treat Walk	Sunday, October 22, 2023	Epilepsy Services of New Jersey
Ponce Health Fair	Friday, September 1, 2023	Epilepsy Society of Puerto Rico
Epilepsy of the Caribbean Conference	Sunday, October 1, 2023	Epilepsy Society of Puerto Rico
Assembly of Patients	Wednesday, November 1, 2023	Epilepsy Society of Puerto Rico
Chase Away Epilepsy Walk	Saturday, November 4, 2023	JoshProvides
Interactive Dinner and Auction	Wednesday, April 17, 2024	JoshProvides
Purple with a Purpose Dinner	Wednesday, November 1, 2023	South Carolina Advocates for Epilepsy
Top Golf Night	Spring 2024	South Carolina Advocates for Epilepsy
Elevate Epilepsy Annual Walk	Wednesday, November 1, 2023	Valley Children's Healthcare
Elevate Epilepsy Car Show (tentative)	Wednesday, May 1, 2024	Valley Children's Healthcare

NEW MEMBER ORGANIZATIONS

PENDING LIST OF EVENTS

Epilepsy Support Network of Orange County

Community Outreach

\$50,000

Goal: Expand reach and awareness of Epilepsy Alliance America by connecting with more people with epilepsy, medical providers, caregivers across the United States. Attract new member organizations and strategic partners from across the United States. Continue to expand the reach of Epilepsy Alliance America and to elevate the credibility of the organization within the epilepsy community.

Measurables: Epilepsy Alliance America will report regularly on the following:

- New member organizations and Strategic Partner conversations and outcomes
- Status of Strategies and outreach activities detailed below as they occur

Member Organization Deliverables

NONE.

There are not specific Member Organization Deliverables for the Community Outreach portion of the sponsorship. The funds in this part of the sponsorship will be used to support the Outreach activities of Epilepsy Alliance America.

Fund will be used to provide a 'dues free' first year of membership for new Member Organizations when needed.

Seizure Action Plan Coalition

\$10,000



SK has been added as a Sponsor of the Seizure Action Plan Coalition for 2023-2024.

Seizure First Aid Training

\$25,000

National Deliverables

- Redesign of Seizure First Aid Posters for Schools and for “General” (workplace, restaurants, etc.) Distribution
- OnDemand General Seizure First Aid Training (less than 30 minutes) created and housed on EAA website
- OnDemand Seizure First Aid Infographics created and housed on EAA website

Member Organizations

EAA will provide \$500 stipends to all member organizations for the printing of Seizure First Aid Posters to be printed and distributed in their market areas. Member organizations would provide information back to EAA on the distribution points that EAA would share with SK.

STAY TUNED! The Program Committee is already starting to plan the work to create this new training!

Annual Membership Meeting – Lead Sponsor \$25,000

- In Spring 2024, EAA will bring together representatives from ALL of the Member Organizations for 2 days of sharing and learning.
- Funding provided will allow member organizations to each send 1 non-board member staff person to attend and network, learn and share with other staff in similar positions at other organizations

STAY TUNED for potential dates and more information about this new opportunity for Member Organizations!