



# **4th ANNUAL GALAFUNDRAISER 2022**

## **Dialogue & Dinner About Lupus**

**THURSDAY, OCTOBER 6. 2022**

**FOR AN EVENING OF ENTERTAINMENT AND EDUCATION TO SUPPORT FAMILIES  
AFFECTED BY LUPUS.**

**LOCATION: THE WESTIN KANSAS CITY AT CROWN CENTER**

# About the Event

The Marlene's Kaleidoscope Lupus Foundation is hosting its third annual Gala to help raise funds for Lupus awareness in the Greater Kansas City area related to the health issues of patients and family members in their fight against Lupus.

We aspire to start the conversation about lupus and the difficulties individuals face with this devastating autoimmune disease that no one is talking about in our community: this disease **ATTACKS** women, girls, and men at a high rate. Low public awareness and understanding of the disease contribute to this.

All proceeds of this event will go towards Marlene's Kaleidoscope programs, which help with advocacy, education, and other resources for the Lupus community in the Kansas City area. The event will consist of guest speakers, performers, a silent auction, raffle prizes, and a photo booth.

**Join us for a fun-filled evening in the fight against Lupus as we Turn one conversation at  
a time into action about LUPUS!**



# Who is Marlene's Kaleidoscope?

Marlene's Kaleidoscope is a nonprofit Lupus advocacy organization serving the Greater Kansas area; the organization was founded by La Tanya Marlene Pitts-Lipprand, who has had Lupus for over 30 years. 'She calls Lupus the listening disease.' That's why La Tanya is dedicated to Turning one conversation at a time into action about LUPUS!



# Event Goals

**01**

**BRINGING AWARENESS OF  
THE SIGNS AND SYMPTOMS  
OF LUPUS COMMUNITY**

**02**

**REDUCING DIAGNOSIS  
DISPARITIES ABOUT LUPUS  
WITHIN OUR COMMUNITY**

**03**

**IMPROVING THE QUALITY  
OF LIFE IN PEOPLE AFFECTED  
BY ALL FORMS OF LUPUS IN  
OUR AREA**

**OUR GOAL IS TO BRING AWARENESS OF LUPUS SIGNS AND SYMPTOMS AND REDUCE DIAGNOSIS DISPARITIES ABOUT LUPUS WITHIN THE AFRICAN AMERICAN COMMUNITY. THE ULTIMATE GOAL OF THE AWARENESS EFFORT IS AN EARLY DIAGNOSIS. WE BELIEVE THAT EARLIER DIAGNOSIS REDUCES HEALTH DISPARITIES AND IMPROVES THE QUALITY OF LIFE FOR LUPUS PEOPLE WHO HAVE LUPUS.**





# 90%

Of people living with lupus are women. Lupus is three times more common in African American women than Caucasian women. Most people with lupus develop the disease between 15-44 of age.

# 63%

Of Americans surveyed have never heard of lupus or know little or nothing about this disease and its symptoms beyond what the name indicates.

## WHAT IS LUPUS?

LUPUS IS A CHRONIC AUTOIMMUNE DISEASE THAT CAN DAMAGE ANY PART OF THE BODY. AUTOIMMUNE MEANS YOUR IMMUNE SYSTEM CAN NOT TELL THE DIFFERENCE BETWEEN THESE FOREIGN INVADERS AND YOUR BODY'S HEALTHY TISSUES AND GOES AFTER HEALTHY TISSUE.

## WHAT IS THE TREATMENT FOR LUPUS?

**THERE IS NO CURE FOR LUPUS, BUT THERE ARE MEDICINES TO HELP A PERSON FEEL BETTER.**

## TYPES OF LUPUS

- Cutaneous (Discoid) lupus affects only the skin
- Systemic lupus (SLE) is more serious than cutaneous lupus and affects not only the skin but other parts of the body such as the joints, heart, lungs, kidneys, liver, brain, or blood
- Drug-induced lupus is caused by taking certain types of medicines.



# Did you know.....

**Lupus is more prevalent than AIDS, sickle-cell anemia, cerebral palsy, multiple sclerosis, and cystic fibrosis combined.**

We are here to make an impact in our community

by

Turning one conversation at a time into action about LUPUS



# Sponsorship and In-Kind Opportunities

THIS IS YOUR OPPORTUNITY TO BE A SUPPORTER AND FEATURE YOUR BRAND AND BUSINESS TO 100 GUESTS. ALL PROCEEDS EARNED WILL GO TOWARDS HELPING FAMILIES THAT HAVE BEEN AFFECTED BY LUPUS AND RESOURCES RIGHT HERE IN KANSAS CITY. TO VIEW THE COMPLETE SPONSORSHIP DECK, [CLICK HERE](#) TO PURCHASE A SPONSORSHIP PACKAGE.

IF YOU ARE LOOKING TO BE AN IN-KIND SPONSOR, SEND US AN EMAIL WITH YOUR DETAILS. EMAIL US AT: [KBUTTERFLIES2017@GMAIL.COM](mailto:KBUTTERFLIES2017@GMAIL.COM) AND TITLE YOUR SUBJECT WITH "MK4LUPUS GALA 2022 SPONSORSHIP —NAME/BUSINESS NAME".

WANT TO LEAVE A DONATION INSTEAD? [CLICK HERE](#)



# SPONSORSHIP OPPORTUNITIES

Corporate partners have an opportunity to reach a diverse audience of decision maker who is invested in the health and wellness of Kansas City. With your help, we can spotlight this devastating disease in our community that knows one is talking about!



**MONARCH  
SPONSOR  
\$5,000**

- **OFFICIAL SPONSOR -"DIALOGUE & DINNER ABOUT LUPUS."**
- **FULL TABLE ( 8 GALA TICKETS)**
- **8 PARKING PASSES**
- **8 VIP COCKTAIL HOUR**
- **HONORARY MENTION AT THE EVENT**
- **INDIVIDUAL LOGO ON SOCIAL MEDIA AND WEBSITE**
- **MENTION IN THE PRESS**
- **LARGE LOGO ON EVENT PRINT AND MARKETING MATERIALS**
- **MENTION ON WEBSITE**
- **PERSONALIZE TABLE WITH BUSINESS NAME AND LOGO**



**BLUE COPPER  
SPONSOR  
\$2,500**

- **FULL TABLE ( 8 GALA TICKETS)**
- **4 PARKING PASSES**
- **4 VIP COCKTAIL HOUR**
- **HONORARY MENTION AT THE EVENT**
- **PERSONALIZE TABLE WITH BUSINESS NAME AND LOGO**
- **LOGO ON EVENT PRINT AND PROGRAM MARKETING MATERIALS**



**GREEN HAIRSTREAK  
SPONSOR  
\$1500**

- **FULL TABLE ( 8 GALA TICKETS)**
- **4 PARKING PASSES**
- **2 VIP COCKTAIL HOUR**
- **HONORARY MENTION AT THE EVENT**
- **LOGO ON EVENT PRINT AND PROGRAM MARKETING MATERIALS**
- **PERSONALIZE TABLE WITH BUSINESS NAME AND LOGO**





# Program Book Advertising

Place an ad in our Gala Program Book that will be distributed to all our guests. The Program Book provides an excellent opportunity to advertise your business. Ads must be supplied in a high-quality digital format. If you cannot give an advertisement in an acceptable form, one can be created for you.

## Table Sponsors

### VIP Table Sponsors \$ 1000

Reserved Table of 8 with VIP Seating & Half Page Advertisement

### VIP Table Sponsors \$500

Name displayed on table

## Tickets

### VIP ticket \$175

1 Ticket and VIP Ticket

### General Admission Tickets \$100

## Program Book Advertising

**Full Page Ad - \$250  
(8.5 x11)**

**Half Page Ad - \$150  
(8.5 x 5.5)**

**Quarter Page Ad - \$75  
(4.25 x 5.5)**

Please note that the following print deadlines must receive all sponsorships and program ads: Invitations: August 6, 2022, Program Book: August 31, 2022



## PLEASE, HELP US

Turn one conversation at a time into action about LUPUS



### PHONE NUMBER

816-977-5845

### EMAIL ADDRESS

kbutterflies2017@gmail.com

### WEBSITE

[www.mk4lupus.org](http://www.mk4lupus.org)

### DONATION

[www.mk4lupus.org/donation](http://www.mk4lupus.org/donation)





**Turning one conversation at a time into action about LUPUS**

**Feel free to call, email, or contact us on social media with any questions or additional information needed.**