2023 SPONSORSHIP INFORMATION PACKET

www.histio.org
The Histiocytosis Association is a global nonprofit organization, based in Pitman, New Jersey, that is dedicated to addressing the unique needs of patients, families, and physicians impacted by histiocytic disorders. Histiocytic disorders are a group of diseases that occur when there is an over-production of white blood cells known as histiocytes that can lead to organ damage and tumor formation. Some histiocytic disorders are classified as rare cancers.

The Association was founded in 1986 when Jeff and Sally Toughill’s daughter was diagnosed with Langerhans cell histiocytosis; their family found themselves left with insufficient information, no support network of doctors or patients, and no clear idea of where to turn next. As a result of that experience, and in the hopes of helping other patients and parents in the future, the Toughills launched the Histiocytosis Association. The Association is regarded as a world-wide leader and a respected authority within the medical and patient communities for its commitment to funding cutting-edge research and providing support for families and patients.

Histio.org is the go-to online source for patients, families, and medical professionals to find critical information on each histiocytic disorder and related resources including educational content, a histiocytosis resource directory, peer support programs, and a physician finder directory.

In addition, the Association has a unique partnership with an international medical professional organization, the Histiocyte Society, and has served as Secretariat for the Society for nearly 40-years. This partnership, along with strong connections across many rare cancer, rare disease, and other similar organizations, allows the Association to maintain a current and future thinking perspective on accomplishing our vision for a world free of histiocytic disorders.

Our Impact

19,500
strong in our community of patients, families, physicians and researchers, representing 119 countries and growing.

$7.1M
in research grants that are resulting in fewer patient fatalities and more effective treatments.

11,503
subscribe to our YouTube channel and/or follow us on social media including Facebook and Instagram.

360
physicians from 59 countries are a part of our directory that provides patients around the world access to experienced clinicians.

230
physicians and researchers gather to share knowledge through the Histiocyte Society, our partner organization for nearly 40 years.

1,539
patients, family members, and physicians globally, engaged with us through online educational talks since 2020.
The Histiocytosis Association is dedicated to addressing the unique needs of patients, families, and physicians impacted by histiocytic disorders. Our mission is to provide educational and emotional support, raise awareness, and fund research while leading the search for the cure. This three-pronged mission is purposefully designed to tackle as many of the challenges faced by histio families as possible. Because of this, the Histiocytosis Association is able to offer a range of opportunities for our partners to engage the largest global audience of any organization focused on histiocytic disorders. Your contribution through sponsorship will ensure that we can provide the most reliable educational tools and emotional support resources, and engaging events that connect your leadership and teams with the most impactful programs.

Opportunities exist through a number of different high impact programs and based on the individual goals and interests of your company. All are designed to maximize exposure to a diverse community that consists of patients, caregivers, family members, physicians, and other industry partners. Corporate partners give to the Association in a number of ways including corporate fundraising teams, event sponsorship, grants for programs and services, in-kind product donations, volunteer engagement and workplace giving.

We welcome the opportunity to speak with you about how one or multiple of these programs can be tailored to meet your needs. Please contact us to learn how your company can get involved and help make a difference in the lives of people impacted by histiocytic disorders.

**Opportunities for Sponsorship**

- **Building Connections**
  A snapshot of our events and online networks that bring our rare histio community together.....*page 5-8*

- **Providing Educational and Support Resources for Patients, Families and Physicians**
  Programs delivering resources and trusted education to empower the Histio community.....*page 9-12*

- **Cultivating Corporate Cultures That Give Back**
  Ways for your company to use volunteer engagement, and employee giving and matching campaigns to support the Histiocytosis Association’s mission.....*page 13-14*
Make a Gift to Fight Histio

Give a general donation to support the overall mission of the Histiocytosis Association. Your general donation supports all of our programs and services, including:

- Direct one-on-one support via phone, text, or email
- Annual Research Program, funding research around the world
- International and national awareness efforts
- Histio Student Scholarship Program, for histio warriors and family members
- Junior Investigator Travel Scholarship to the Histiocyte Society Annual Meeting
- Providing administrative support for the Histiocyte Society
- Peer-to-Peer support calls
- Educational webinars and videos
- International Physician Finder
- Searchable Resource Directory

Your support means so very much to patients and family members affected by histiocytic disorders. Your gift today will help us continue to fulfill our promise to grow, connect, and strengthen the Histio Community so that one day our vision of a world free of histiocytic disorders will become a reality!

Visit give.histio.org/donate to give a gift today!

"As the successor to the tremendous path that the Association’s founder Jeffrey Toughill paved, I am truly honored and excited to be on the Association team. I have supported and admired their work since my own diagnosis of Langerhans cell histiocytosis at the age of six. The Association has grown since then, as has our knowledge of histiocytic disorders. The work of the Association has helped to drive support for research grants and clinical trials that have led to profound advancements. And while the advancements give us all so much hope, there is more work to be done. By working together, we can and will find the answers. We will find a cure."

- Deanna Fournier
Langerhans cell Histiocytosis Survivor &
Executive Director for the Histiocytosis Association
Sponsor Benefits Key

We welcome the opportunity to speak with you about how one or multiple of these programs can be customized to meet your interests and needs.

Please contact our Executive Director at deannafournier@histio.org or 856-589-6606 for more information.

- **Brand Exposure**
  Increase general awareness of your company name, your mission and your expertise to various audiences within our community!

- **Digital Recognition**
  Place your logo and/or name on one or multiple digital assets including email, social, webinars, video, podcasts or on www.histio.org

- **On-site Visibility**
  Event depending, virtual and/or in-person presence and participation, with logo and/or naming placement on event materials.

- **Employee Empowerment**
  Amplify the impact your employees can make on causes that matter to them and promote workplace positivity

- **Product Mention**
  Distribute information related to your product, program, or service.

"Having a rare disorder can be a lonely and emotional journey. My hope is to unite the community, raise awareness, and raise funds for research. I want to use my personal journey and the skills I’ve gained throughout my journey to help, empower, and uplift our histio warriors."

- Ana Valdez, Histio Warrior and Ambassador
BUILDING CONNECTIONS

Educational and emotional support are two important pillars of the Histiocytosis Association’s mission. When diagnosed with a rare disease, families and patients can feel isolated and access to up-to-date information can be difficult. These resources aim to address the needs of patients and families affected by histiocytic disorders. In addition to providing reliable, disease-specific information and resources, we also hope to provide a source of comfort and connection to the Histio Community.

Patient & Family Meetings
Hybrid, educational events

Patient-Family Meetings have been a highly regarded program held by the Histiocytosis Association for over 25 years, and are an opportunity for patients, families, and physicians to come together to learn, connect, share, and spread hope.

For detailed sponsorship information, see the following page or click here.

Opportunities for Support:
- General support
- Educational materials
- Travel support for patients/families

Benefits of Support:
At every level of sponsorship, your company will benefit from having in-person presence and maximum visibility with attendees, including being able to engage with the members of the Histio Community and medical professionals in attendance.

Commitment Range:
$1,000 - $20,000+

Executive Director, Deanna Fournier | deannafournier@histio.org | 856-589-6606
Patient Family Meetings

Sponsors of the Histio Patient & Family Meeting have a unique opportunity to choose between several types of sponsorship. All are designed to maximize visibility with attendees which consist of patients, caregivers, family members, physicians, and other industry partners. Your contribution through sponsorship helps support important educational sessions and attendee activities. If you are interested in becoming a sponsor or if you have any sponsorship ideas or interests other than what is listed below, please contact Deanna.

All partnerships include the following benefits:
- Logo with link on all meeting materials and agenda
- Logo with link on all event email communications
- Logo with link on all social media event communications
- Advertisement in banner ad on virtual meeting platform

OUTREACH PARTNER
Show your commitment to making this opportunity possible for patients & families. This sponsorship package includes:

- Recording of advertisement for (2) podcast episodes
- Booth at live event and within virtual platform (if applicable)
- Recorded short presentation on your services, programs, or resources

EDUCATION PARTNER
Show your commitment to educational and emotional support for histio patients and families. This sponsorship package includes:

- Booth at live event and within virtual platform (if applicable)
- Record (1) podcast episode on your services, programs, or resources
- Support printing up to date brochures for histiocytic disorders

TRAVEL PARTNER
Show your commitment to helping patients & families connect in person to learn, share, and support each other. This sponsorship package includes:

- Recording of advertisement for (2) podcast episodes
- Booth at live event and within virtual platform (if applicable)
- Provide travel support for patient/family attendance in person (up to $1,000)

PRESENTING SPONSOR
Show your commitment to helping patients & families connect in person and to growing resources. This sponsorship package includes:

- Booth at live event and within virtual platform (if applicable)
- Record one podcast episode or webinar and (2) podcast advertisements
- Support translation of brochures into 1 additional language
- Provide travel support for patient/family attendance in person (up to $2,000)
Histio Ambassador Program
A support network of patients and caregivers impacted by histiocytic disorders

"Raising awareness about Histio disorders and funds for research is one of my LIFE goals. I am hopeful the Histio community will one day find a cure!"

- Tammi Cummings, Histio Ambassador

The Histio Ambassador program opened up applications in March of 2022. The Histio Ambassador program was formed to empower and expand our leaders in our community to advance the mission of the Histiocytosis Association.

Histio Ambassadors are individuals with first-hand experience navigating a histiocytic disorder diagnosis that give their time and energy in support of the mission of the Histiocytosis Association. Together, we work to bridge the gaps in education, awareness, provide emotional support, and generate funding to conduct further research for histiocytic disorders.

Opportunities for Support:
- General Support
- Sponsor an ambassador-hosted awareness event
- Leadership development & training
- Travel support to conferences/advocacy efforts
- Collaboration tools and platforms

Benefits of Support:
Partner alongside volunteer ambassadors to show your organization is passionately taking action to help close gaps for rare disease including psychosocial challenges, access to treatment, healthcare navigation, expanded access for healthcare services, and other critical needs.

Commitment Range:
$1,000 - $10,000+
Signature Awareness and Fundraising Events

Histiocytosis Association sponsored Run/Walk, Camp Out fundraising events

Benefits of Support:
Our events offer several opportunities to highlight your company alongside the Histiocytosis Association's, and your support will also go toward maximizing your presence and visibility with the histiocytosis community. Through your sponsorship, event registration fees are waived for up to 50 employees empowering them to build connections directly with the patients and families, while enhancing your positive work environment.

Commitment Range: Custom sponsorship opportunities are available

National Events (hosted by the HA):
- Camp Out for Histio, August 12-13, 2023
- Histio Blue Ribbon Run; September 2023

For more information, contact events@histio.org

Volunteer Organized Events
Community-led Local and National fundraising events

Benefits of Support:
Volunteers who are inspired to support the histio community through fundraising, host local and national events, gathering their personal network around our shared cause. Maximize your company’s presence at a local level or participate in person with your local community members who are hosting an event in your area! Your teams can join the event, volunteer their time, and raise funds alongside patients and families, showing your passion and commitment to helping to fight histio.

Commitment Range: There is no minimum or maximum commitment

Local Events (hosted by volunteers):
- Histio Hike Shenandoah in Shenandoah Ntl. Park
- Run For Jeffrey White in Mannford, Oklahoma
- HLH Charity Golf Outing in Plymouth, Michigan
- Play for a Cure, June in Simi Valley, California
- Together for the Cure in Chula Vista, California

For more information, contact events@histio.org or visit https://histio.org/get-involved/fundraising-events/ for dates!

Executive Director, Deanna Fournier || deannafournier@histio.org || 856-589-6606
The Histiocytosis Association is dedicated to providing emotional and educational support to address the needs of patients and families affected by histiocytic disorders. In addition to providing reliable, disease-specific information and resources, we also hope to provide a source of comfort and connection to the Histio Community.

**Online Education Resource**

**Website Community Support**

The Histiocytosis Association’s website, www.histio.org is one of the world’s leading resources for disease information related to all histiocytic disorders, including an interactive physician directory, educational videos and webinars, registry and clinical trial resources, and opportunities for peer connection.

Histio.org allows the Association to provide online visitors with:

- The most up to date disease information
- Information on treatment and clinical trials
- Direct phone number for individualized support
- A targeted physician finder by disease
- Searchable resource directory
- Educational webinars, podcast, blog posts, RSS feed
- List of local volunteers or warrior families to connect with in any given geographic area
- Local family groups around the world to connect with

**Opportunities for Support:**

- Physician Finder
- Support Platform for Peer Connections
- Medical-Scientific Updates & Honorariums
- Translation support

**Benefits of Support:**

As an educational partner, your organization’s commitment to providing up-to-date, relevant, and timely information for the histiocytosis community will be displayed on our website and other online educational resources, visited by thousands of patients, families, and medical professionals around the world each year.

**Commitment Range:**

$2,000 - $50,000

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Digital/Print Education Resources

Digital and Print Materials

Commitment Range:
$250 - $5,000+

The Histiocytosis Association provides educational resources that cover all aspects of diagnosis with a histiocytic disorder, and, because the journey does not end at the diagnosis but has only begun, our resources seek to provide critical information and support along every step of the way.

Education resources available both digitally and printed allow the Association to provide patients, families, and medical professionals with:

- The most up to date disease information
- Information on treatment and clinical trials
- Comprehensive list of financial support programs
- Disease-specific information for medical professionals
- Contact and program information for the Association

Opportunities for Support:
- Newly diagnosed patient materials
- Medical Professional education materials
- Medical-Scientific updates honorariums
- Brochure updates and printing
- Resource materials printing
- Disease specific brochure translation
- Organization programs brochure creation and printing

Benefits of Support:
Be seen by a wide-ranging audience, from medical professionals to patients, patient advocacy organizations, medical conference attendees, and other supporters. Show your commitment to ensuring those in need have high impact resources after receiving a life-threatening diagnosis.
Educational Webinar Series

Education on Demand

Commitment Range: $500 - $2,000+

The Histiocytosis Association values the importance of reaching patients and families with the most up to date disease related information and providing them with access to the physicians and scientists who are at the forefront of treatment and research related to histiocytosis.

This format will allow the Association to conduct live video gatherings with various subgroups of the histio community on a more regular basis and provide ongoing support to the community. Through these webinars, the Association will continue to keep the community informed on the latest research, advancements in treatment, status of current clinical trials, and the findings of the top physicians in the histiocytosis area. These live and recorded webinars provide the opportunity to reach a global audience, and fosters collaboration with global family groups.

Opportunities for Support:
- Zoom platform subscription
- Closed captioning
- Online webinar library support

Benefits of Support: When they needed the information the most, you were there. Get your name in front of international patient-family-physician audiences as they learn, connect, and find support through educational talks.

Peer Support Program

Digital and Print Materials

Commitment Range: $500 - $5,000+

No one should have to face a diagnosis of histiocytosis alone! Whether you were personally impacted as a patient, a family member, or a friend, this journey can feel isolating, scary, and uncertain. The Histio Peer to Peer Chats provide a forum for patients and caregivers to connect as a community. In these meetings we lift one another up, offer support and compassion, and share our histio stories.

Opportunities for Support:
- Zoom platform subscription
- Closed captioning
- Online community forum development and maintenance

Benefits of Support: The psychosocial aspect of the rare disease journey is still overlooked today. Patients and family members will remember you were there for them when they see your organization’s logo on the peer support page and as a partner for their biweekly sessions.
Histio Warrior Care Bag Program

Comfort and Care

Histio Warrior care bags are intended for newly diagnosed pediatric patients. Each reusable ‘Histio Warrior’ drawstring bag is filled with items ranging from fun activities like on-the-go card games, coloring pages and crayons to useful necessities like extra toothbrushes and a pair of cozy socks, all intended to offer a little extra care. Each bag is meant to remind those affected that they are not alone.

Opportunity for Support:
- Team building “Fill the Bags”
- General support
- Shipping
- Purchasing “wish list” items

Commitment Range:
There is no minimum or maximum commitment

Histio Student Scholarship Program

The Histio Student Scholarship Program celebrates the many advances in research and medicine that are now making it possible for young adult Histio Warriors to step into that next phase of life and chase their dreams as college students. A rare disease journey can be costly in many ways, including financially. These scholarships provide hope, healing, and a path forward!

Opportunity for Support:
- General Support
- Histio Hike Shenandoah participation

Commitment Range:
$1,000 - $5,000+

Benefits of Support: Present a scholarship award directly to a histiocytosis patient or family member. Have major impact on the future of children and adults who were faced with a histiocytosis diagnosis.

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CULTIVATING CORPORATE CULTURES THAT GIVE BACK

Employee Giving Campaigns

While extraordinary progress has been made in the fight against histiocytic disorders, the battle is far from over. Fundraising is a critical component in furthering research efforts to discover more effective treatments and ultimately, a cure.

Employee Giving Campaigns have a significant impact on raising awareness and funds to fight histiocytic disorders. Within and beyond these campaigns there are countless ways that individuals and companies can help. If your company has a committee or person who guides charitable efforts, talk with them about the urgent need to fight histio.

Benefits of Support: Employee giving campaigns offer employees the opportunity to find satisfaction in supporting life-saving and meaningful causes, choose the charitable organizations they want to support, reduce their taxable income through the contribution of pre-tax dollars, contribute in small, manageable amounts, and have an easy and convenient way to support organizations.

Commitment Range: There is no minimum or maximum commitment

Corporate Matching

Many companies offer Matching Gift Programs--when an employee makes a donation to a charity, the company will make a donation in the same amount, or sometimes more, to that same charity. A matching gift is a wonderful and easy way to double, even triple, the impact of your gift.

Benefits of Support: In addition to helping companies meet their corporate social responsibility goals, matching programs may incentivize more employees to give and increase overall employee engagement.

Commitment Range: There is no minimum or maximum commitment
Employee Engagement Activities

Give employees on your team an opportunity to connect directly with the mission, community, and heartbeat of the Histiocytosis Association. Show your commitment to philanthropy and bring volunteerism into the workplace.

Opportunities for Your Teams:
- **Letter Writing Campaign:**
  - Writing messages of hope to families
- **Host a “Fill A Bag” Event for the Histio Warrior Care Bag Program**
- **Raise Awareness at company outings:**
  - Sponsor a histio night at a major league event and bring your company!
  - Wear Histio t-shirts at a sporting event and share on social media!
  - Help Histio make it to the Jumbotron or an advertisement!
  - All ideas are welcome!
- **Participation by individuals in your company:**
  - Helping to light up your city in blue
  - Light up your neighborhood in blue
- **Fundraising Events:**
  - Go Blue for Histio – Small Community Fundraisers

**Benefits of Support:** Employee giving campaigns offer employees the opportunity to find satisfaction in supporting life-saving and meaningful causes, choose the charitable organizations they want to support, reduce their taxable income through the contribution of pre-tax dollars, contribute in small, manageable amounts, and have an easy and convenient way to support organizations.

**Let's Talk!**
We would love to help you host an event for your employees!

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GAIN HIGH-VALUE EXPOSURE WITH THE HISTIOCYTOSIS ASSOCIATION'S GROWING GLOBAL NETWORK

The Association profoundly understands the needs of the histiocytosis community and has become a trusted source for patients and physicians – to find reliable answers. Through the sharing of essential information and the constant presence of a compassionate peer network, the Histiocytosis Association serves as a safe haven for patients and families fighting histiocytic disorders.

☐ Show your support to histio patients

☐ Help support international collaboration

☐ Participate in local and national advocacy

☐ Partner with medical professionals

☐ Be a passionate group of volunteer leaders

Join the fight! Contact us to complete your checklist for histio!