

LUPUS Texas Gulf Coast

2027 Sponsorship Proposal

Beaumont • Coastal Bend • Houston • Brazoria County • Rio Grande Valley

Presented by Lupus Texas Gulf Coast

About Lupus Texas Gulf Coast

Lupus Texas Gulf Coast is a nonprofit organization dedicated to advocacy, education, and research for the lupus community across Southeast Texas. Every year, lupus disproportionately affects women, communities of color, and underserved populations, often going undiagnosed for years. Our mission is to close that gap through direct patient support, community health worker training, culturally responsive education, and partnerships that advance research toward a cure.

The Lupus Walk Series is our flagship fundraising and awareness platform, bringing together patients, families, healthcare providers, and community partners across four Gulf Coast communities each year.

The 2027 Walk Series

In 2027, Lupus Texas Gulf Coast will host four community walks, each raising funds and visibility for lupus patient support, education, and research.

Walk	Date	Venue
Lupus Walk Beaumont	Tentative, March 20, 2027	Tyrell Park, Beaumont
Lupus Walk Corpus Christi	Tentative, April 10, 2027	Cole Park Pier, Corpus Christi
Lupus Walk Houston	Saturday, May 1, 2027	Tiger Walk & SOC Terrace and Fountain Grounds, Texas Southern University
Lupus Walk Brazoria County	Date to be confirmed	Venue to be confirmed

Dates and venues for Beaumont, Corpus Christi, and Brazoria County will be confirmed and shared as sponsorship planning progresses.

Community Demographics

Lupus disproportionately affects women and communities of color, making the diversity and reach of each walk community directly relevant to our shared mission. Below is a snapshot of the population each event engages.

Area	Population	Median Age	Race / Ethnicity & Household Income
Beaumont	~112,900 city; ~398,700 metro	35.3	45% Black/African American, 29% White, 21% Hispanic/Latino, 4% Asian. Median household income \$56,997.
Corpus Christi	~317,300 city; ~448,900 metro	37.3	64% Hispanic/Latino, 29% White, 4% Black/African American, 2% Asian. Median household income \$67,394.
Houston	~2,328,300 city	34.4	44% Hispanic/Latino, 23% White, 22% Black/African American, 7% Asian. Median household income \$64,813.
Brazoria County	~391,300 county	37.1	42% White, 32% Hispanic/Latino, 16% Black/African American. Median household income \$97,993.

Source: U.S. Census Bureau, American Community Survey 2024 estimates; population figures rounded.

Why Sponsor the Lupus Walk Series

- Reach thousands of participants, caregivers, healthcare professionals, and community members across four Gulf Coast metro areas
- Align your brand with a trusted, mission-driven nonprofit focused on health equity and underserved communities
- Gain visibility through event signage, apparel, digital promotion, and on-site activation at each walk
- Support direct, measurable impact: patient support programs, community health worker training, and research partnerships
- Choose the level of engagement that fits your goals — from a single community walk to sponsorship across the full series

Annual Partnership Levels

For organizations seeking maximum, year-round visibility, we offer three Annual Partnership levels. Each bundles recognition across the full Lupus Walk Series, the Third Thursday monthly program, and the annual newsletter/magazine into a single annual commitment. Individual walk, program, and ad placements are also available a la carte in the sections that follow.

Level	Investment	Recognition & Benefits
Royal Purple	\$100,000	Exclusive Presenting-level recognition across the entire 2027 program: Presenting Sponsor status at all four walks (Beaumont, Corpus Christi, Houston, Brazoria County); exclusive annual sponsor of the Third Thursday monthly program; back-cover placement in the annual newsletter/magazine; logo on all materials and digital channels year-round; dedicated press release and speaking opportunity at the Houston Walk.
Violet	\$75,000	Platinum-level recognition at all four walks; Annual Series Sponsor of Third Thursday; full-page placement in the annual newsletter/magazine; logo on major materials and digital channels year-round.

Level	Investment	Recognition & Benefits
Lilac	\$50,000	Gold-level recognition at all four walks; Quarterly Sponsor recognition across Third Thursday; half-page placement in the annual newsletter/magazine; logo on event signage and digital channels year-round.

2027 Spotlight: Lupus Walk Houston

Lupus Walk Houston will take place Saturday, May 1, 2027 at the Tiger Walk & SOC Terrace and Fountain Grounds, through a strategic partnership with Texas Southern University. This flagship event will feature new programming designed to deepen community engagement and sponsor visibility:

- Strategic partnership with Texas Southern University, held at the Tiger Walk & SOC Terrace and Fountain Grounds
- A TSU Drumline procession to open the event
- A Tent Row team decorating contest that builds team spirit and extends brand visibility across the walk route
- A dedicated Kid Zone for walk families
- A post-walk step show featuring Divine Nine and Panhellenic Council chapters

Sponsors of the Houston walk — or the full series — will be featured prominently across this high-visibility, high-energy event.

Sponsorship Opportunities

Sponsors may choose to support a single walk or the full 2027 series. Series-wide sponsors receive recognition and benefits at all four events.

Tier	Investment	Recognition & Benefits	Scope
Presenting Sponsor	\$10,000+	Top billing as "[Walk] presented by [Sponsor]" on all materials; premier stage time and mic recognition; largest logo on t-shirts, banners, and signage; VIP tent; 10 walk team spots; dedicated social media and e-newsletter features.	Series-wide or single walk
Platinum	\$7,500+	Prominent logo placement on t-shirts and event signage; stage recognition; premium exhibitor space; 8 walk team spots; social media features.	Series-wide or single walk
Gold	\$5,000+	Logo on t-shirts and event signage; exhibitor booth; 6 walk team spots; recognition in event program and social media.	Series-wide or single walk
Silver	\$2,500	Logo on event signage; exhibitor table; 4 walk team spots; recognition in event program.	Single walk

Tier	Investment	Recognition & Benefits	Scope
Bronze	\$1,000	Name listed on event signage and program; 2 walk team spots.	Single walk
Community / In-Kind Partner	Goods or services	Recognition scaled to the value of donated goods or services (e.g., venue, catering, printing, entertainment).	Single walk

Year-Round Sponsorship Opportunities

Beyond the walk series, Lupus Texas Gulf Coast offers two ongoing ways for sponsors to stay visible and connected with the lupus community throughout the year.

Third Thursday Monthly Program

Third Thursday is our recurring monthly education and support program for patients and families. Sponsors can support a single session, a quarter, or the full year.

Tier	Investment	Recognition & Benefits
Annual Series Sponsor	\$6,000	Exclusive sponsor of all 12 Third Thursday sessions for the year; logo on all program materials and the event page; verbal recognition at every session; recurring feature in the e-newsletter.
Quarterly Sponsor	\$1,750	Sponsor of three consecutive months; logo on materials for those sessions; verbal recognition at each; listed in the e-newsletter for that quarter.
Single Month Sponsor	\$500	Recognition as the sponsor of one Third Thursday session; name on materials and verbal recognition at that session.

Annual Newsletter / Magazine Single Sponsor \$10,000

Our annual newsletter/magazine reaches patients, families, donors, and partners across all four Gulf Coast communities. Ad placements are available at the following levels.

Ad Placement	Investment	Details
Back Cover	\$2,500	Full-color back cover ad in the annual newsletter/magazine, distributed to patients, families, donors, and partners across all four communities.
Full Page	\$1,500	Full interior page ad, plus recognition as a newsletter sponsor on our website and social media.
Half Page	\$850	Half-page interior ad in the annual newsletter/magazine.
Quarter Page	\$500	Quarter-page interior ad in the annual newsletter/magazine.
Business Card	\$250	Business-card-sized ad in the annual newsletter/magazine.

À La Carte: Community Health Worker Training & Outreach

Sponsors can also directly fund our Community Health Worker (CHW) and promotora training and outreach work, which reaches underserved communities through a three-tier curriculum (Lupus 101, 201, and 301) and community-based education events.

Option	Investment	What It Supports
Cohort Sponsor	\$15,000	Underwrites a full Community Health Worker training cohort (approximately 230 participants) across all three curriculum tiers — Lupus 101, 201, and 301 — including trainer fees, materials, and certification. Named recognition as the cohort's presenting sponsor.
Curriculum Tier Sponsor	\$5,000	Sponsors one curriculum tier (Lupus 101, 201, or 301) for a training cohort; logo on tier materials and certificates, recognition in cohort communications.
Community Outreach Event	\$2,500	Funds one promotora-led community outreach and education event, including venue, materials, and refreshments; logo on event signage and materials.
Materials & Translation	\$1,000	Funds printing and Spanish-language translation of bilingual training and outreach materials; name listed as a materials supporter.

À La Carte: Health Fair Engagement — Kashmere Gardens & Sunnyside

Kashmere Gardens (Super Neighborhood 52) and Sunnyside (Super Neighborhood 51) are two historically underserved Houston communities where Lupus Texas Gulf Coast participates in local health fairs to reach residents with lupus education, screenings, and resources. Sponsors can support this direct community engagement work at either or both neighborhoods.

Option	Investment	What It Supports
Dual-Neighborhood Presenting Sponsor	\$10,000	Presenting sponsor of both the Kashmere Gardens (Super Neighborhood 52) and Sunnyside (Super Neighborhood 51) community health fairs; logo on all materials and signage at both events; premier booth placement; recognition on social media.
Single Neighborhood Sponsor	\$5,000	Presenting sponsor of one health fair — Kashmere Gardens (SN 52) or Sunnyside (SN 51); logo on event materials and signage; recognition on social media.
Exhibitor / Booth Sponsor	\$750	Exhibitor table at one health fair, with name listed on event signage.
Screening & Supplies Sponsor	\$400	Funds health screening supplies and educational materials for one health fair; name listed as a supporter.

Next Steps

We would welcome the opportunity to discuss a sponsorship package tailored to your organization's goals. Please contact us to confirm your commitment or request additional information.

Lupus Texas Gulf Coast

Website: lupustexas.org