



**CAYENNE**

Wellness Center and  
Sickle Cell Disease Education & Awareness

**20  
25**

# SPONSORSHIP PROPOSAL

PREPARED BY  
**MARY  
ALCOCER, MSC**



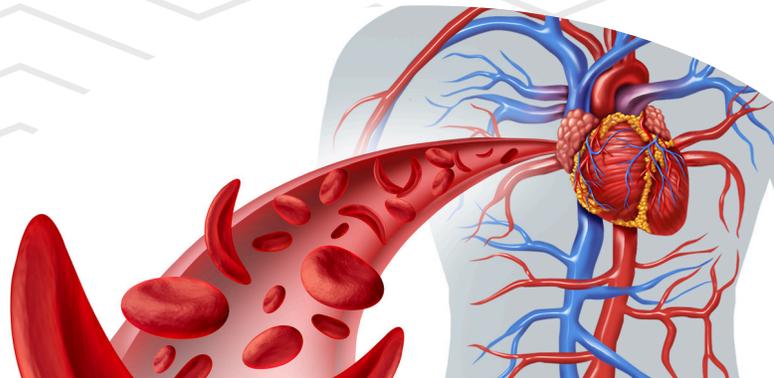
HYBRID



SAN JOSE, CA

**17TH ANNUAL SICKLE CELL DISEASE EDUCATIONAL SUMMIT**

**LET'S TALK ABOUT PAIN: THE SEEN & UNSEEN**



# ABOUT THE EVENT

## ABOUT THE EVENT

- **Cayenne Wellness Center (CWC)**'s Annual Sickle Cell Disease Educational Summit is a three-and-a-half-day summit designed to address the multifactorial aspects of sickle cell disease and sickle cell trait awareness and education.
- Our HYBRID Summit is designed for healthcare professionals, providers, educators, social workers, students, individuals living with sickle cell disease, their families, and the community at large.
- This year's Summit theme is **LET'S TALK ABOUT PAIN: THE SEEN AND UNSEEN.**

## EVENT TIMELINE

### EDUCATIONAL

Wednesday, September 17, 2025  
at 11:00 am - 20:00 pm PST

Thursday, September 18, 2025  
at 7:30 am - 17:00 pm PST

Friday, September 19, 2025  
at 7:30 am - 17:00 pm PST

Saturday, September 20, 2025  
at 8:00 am - 18:00 pm PST

### INTERACTIVE

#### Game Night

Thursday, September 18, 2025  
at 18:30 pm - 20:30 pm PST

### CELEBRATION

#### Celebration of Life

Thursday, September 18, 2025  
at 17:15 pm - 18:00 pm PST

#### Award Ceremony, Dinner, and Benefit Concert

Friday, September 19, 2025  
at 18:00 pm - 21:15 pm PST

# PROJECT EVENT DETAILS



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## INDUSTRY DAY

Industry Day features pharmaceutical companies presenting current and future clinical trials, research, medicines, and studies focused on advancing treatments for Sickle Cell Disease and Trait.



## EDUCATIONAL



The Cayenne Wellness Center's Annual Sickle Cell Disease Educational Summit spans four days, offering lectures and discussions to enhance awareness and education for healthcare professionals, families, and the community at large.

## INTERACTIVE ACTIVITY

Axis Advocacy's Game Night and Photobooth offers a fun, interactive experience, bringing together community members to enjoy games, capture memories, and raise awareness for sickle cell disease through engaging activities and shared moments.



## SPECIAL EVENTS



### CELEBRATION OF LIFE

Honoring individuals living with or affected by Sickle Cell Disease or Trait. It highlights their resilience, strength, and community support.



### BENEFIT CONCERT

Raises funds and awareness through music, supporting research, treatment, and patient care for individual living with or affected by SCD or Trait,



### AWARDS CEREMONY

Recognizing 70+ individuals with SCD and advocates in SCD Community, celebrating their contributions to raising awareness and advocacy.



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# SPONSORSHIP LEVELS

**DIAMOND**      **RUBY**      **PLATINUM**      **GOLD**      **SILVER**      **COMMUNITY**      **SCHOLARSHIPS**  
**\$125,000**    **\$80,000**    **\$60,000**    **\$40,000**    **\$25,000**    **\$10,000**    **MONETARY & IN-KIND DONATIONS**

	DIAMOND \$125,000	RUBY \$80,000	PLATINUM \$60,000	GOLD \$40,000	SILVER \$25,000	COMMUNITY \$10,000	SCHOLARSHIPS MONETARY & IN-KIND DONATIONS
NAME AND LOGO ON ADVERTISING AND MATERIALS FOR THE EVENT.	✓	✓	✓	✓	✓	✓	✓
ACKNOWLEDGEMENT IN SUMMIT'S BROCHURE.	✓	✓	✓	✓	✓	✓	✓
LOGO INCLUDED ON THE WEBSITE.	✓	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA PROMOTIONS IN ALL CWC'S PLATFORMS.	✓	✓	✓	✓	✓		
WORD STATEMENT INCLUDED ON THE WEBSITE.	✓	✓	✓	✓			
RECOGNITION AT THE SEMINAR'S KEYNOTE SPEAKER SESSIONS.	✓	✓	✓	✓			
EXHIBITOR'S TABLE [IN-PERSON & VIRTUAL]	✓	✓	✓				
COMPLIMENTARY REGISTRATION TICKETS TO THE IN-PERSON EVENT [DOES NOT INCLUDE HOTEL OR TRAVEL].	✓	✓	✓				
FREE SPONSORED LUNCH OR DINNER OF YOUR CHOICE.	✓	✓					
COMMERCIAL [5 MINUTES MAX.].	✓						

**FULL DESCRIPTION OF SPONSORSHIP ON PAGES 4 - 8.**



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# CORPORATE

## DIAMOND SPONSOR | \$125,000

CAYENNE WELLNESS CENTER OFFERS ONLY TWO (2) DIAMOND-LEVEL SPONSORSHIP OPPORTUNITIES:

1. ADDING THE NAME AND LOGO ON ADVERTISING AND MATERIALS FOR THE EVENT;
2. EXHIBITOR'S TABLE (NO CHARGE FOR BOTH IN-PERSON AND VIRTUAL - ONLY ON NON-CME DATES, WHICH REQUIRES A SEPARATE AGREEMENT);
3. 1 (ONE) FREE SPONSORED LUNCH OR DINNER OF YOUR CHOICE;
4. RECOGNITION AT THE SUMMIT'S KEYNOTE SPEAKER SESSIONS;
5. LOGO AND 100-WORD STATEMENT INCLUDED ON THE WEBSITE;
6. 1 (ONE) COMMERCIAL (5 MINUTES MAX.);
7. 8 (EIGHT) SOCIAL MEDIA PROMOTIONS IN ALL CWC'S PLATFORMS;
8. A FULL-PAGE ACKNOWLEDGMENT IN SUMMIT'S OVERALL BROCHURE, WHICH INCLUDES MODERATORS' AND SPEAKERS' NAMES, HEADSHOTS, AND SHORT BIOS; AND
9. 4 (FOUR) COMPLIMENTARY REGISTRATION TICKETS TO THE IN-PERSON EVENT - DOES NOT INCLUDE HOTEL OR TRAVEL.

## RUBY SPONSOR | \$80,000

CAYENNE WELLNESS CENTER OFFERS ONLY FOUR (4) RUBY-LEVEL SPONSORSHIP OPPORTUNITIES:

1. ADDING THE NAME AND LOGO ON ADVERTISING AND MATERIALS FOR THE EVENT;
2. EXHIBITOR'S TABLE (NO CHARGE FOR BOTH IN-PERSON AND VIRTUAL - ONLY ON NON-CME DATES, WHICH REQUIRES A SEPARATE AGREEMENT);
3. 1 (ONE) FREE SPONSORED LUNCH OR DINNER OF YOUR CHOICE;
4. RECOGNITION AT THE SEMINAR'S KEYNOTE SPEAKER SESSIONS;
5. LOGO AND 75-WORD STATEMENT INCLUDED ON THE WEBSITE;
6. 6 (SIX) SOCIAL MEDIA PROMOTIONS IN ALL CWC'S PLATFORMS;
7. A 1/2 PAGE ACKNOWLEDGEMENT IN SUMMIT'S OVERALL BROCHURE, WHICH INCLUDES MODERATORS AND SPEAKERS' NAMES, HEADSHOTS, AND SHORT BIOS; AND
8. 3 (THREE) COMPLIMENTARY REGISTRATION TICKETS TO THE IN-PERSON EVENT - DOES NOT INCLUDE HOTEL OR TRAVEL.

## PLATINUM SPONSOR | \$60,000

CAYENNE WELLNESS CENTER OFFERS ONLY FIVE (5) PLATINUM-LEVEL SPONSORSHIP OPPORTUNITIES:

1. ADDING THE NAME AND LOGO ON ADVERTISING AND MATERIALS FOR THE EVENT;
2. EXHIBITOR'S TABLE (NO CHARGE FOR BOTH IN-PERSON AND VIRTUAL - ONLY ON NON-CME DATES, WHICH REQUIRES A SEPARATE AGREEMENT);
3. RECOGNITION AT THE SUMMIT'S KEYNOTE SPEAKER SESSIONS;
4. LOGO AND 50-WORD STATEMENT INCLUDED ON THE WEBSITE;
5. 4 (FOUR) SOCIAL MEDIA PROMOTIONS IN ALL CWC'S PLATFORMS;
6. ACKNOWLEDGEMENT IN SUMMIT'S OVERALL BROCHURE, WHICH INCLUDES MODERATORS' AND SPEAKERS' NAMES, HEADSHOTS, AND SHORT BIOS; AND
7. 2 (TWO) COMPLIMENTARY REGISTRATION TICKETS TO THE IN-PERSON EVENT - DOES NOT INCLUDE HOTEL OR TRAVEL.

## GOLD SPONSOR | \$40,000

CAYENNE WELLNESS CENTER OFFERS ONLY TEN (10) GOLD-LEVEL SPONSORSHIP OPPORTUNITIES.

1. ADDING THE NAME AND LOGO ON ADVERTISING AND MATERIALS FOR THE EVENT;
2. EXHIBITOR'S TABLE (ADDITIONAL CHARGE OF \$5,000 FOR A BOOTH IN-PERSON OR VIRTUAL - ONLY ON NON-CME DATES, WHICH REQUIRES A SEPARATE AGREEMENT);
3. RECOGNITION AT THE SUMMIT'S KEYNOTE SPEAKER SESSIONS;
4. LOGO AND 25-WORD STATEMENT INCLUDED ON THE WEBSITE;
5. 3 (THREE) SOCIAL MEDIA PROMOTIONS IN ALL CWC'S PLATFORMS;
6. ACKNOWLEDGEMENT IN SUMMIT'S OVERALL BROCHURE, WHICH INCLUDES MODERATORS' AND SPEAKERS' NAMES, HEADSHOTS, AND SHORT BIOS.

**BY ADDING THE EXHIBITOR TABLE, TOTAL: \$45,000**

## SILVER SPONSOR | \$25,000

CAYENNE WELLNESS CENTER OFFERS ONLY FIFTEEN (15) SILVER-LEVEL SPONSORSHIP OPPORTUNITIES:

1. ADDING THE NAME AND LOGO ON ADVERTISING AND MATERIALS FOR THE EVENT;
2. EXHIBITOR'S TABLE (ADDITIONAL CHARGE OF \$5,000 FOR A BOOTH IN-PERSON OR VIRTUAL - ONLY ON NON-CME DATES, WHICH REQUIRES A SEPARATE AGREEMENT);
3. LOGO INCLUDED ON THE WEBSITE;
4. 2 (TWO) SOCIAL MEDIA PROMOTIONS IN ALL CWC'S PLATFORMS; AND
5. ACKNOWLEDGEMENT IN SUMMIT'S OVERALL BROCHURE, WHICH INCLUDES MODERATORS' AND SPEAKERS' NAMES, HEADSHOTS, AND SHORT BIOS.

**BY ADDING THE EXHIBITOR TABLE, TOTAL: \$30,000**

# COMMUNITY

## COMMUNITY SPONSOR | \$10,000

CAYENNE WELLNESS CENTER OFFERS ONLY TWENTY (20) SILVER-LEVEL SPONSORSHIP OPPORTUNITIES:

1. ADDING THE NAME AND LOGO ON ADVERTISING AND MATERIALS FOR THE EVENT;
2. EXHIBITOR'S TABLE (ADDITIONAL CHARGE OF \$5,000 FOR A BOOTH IN-PERSON OR VIRTUAL - ONLY ON NON-CME DATES, WHICH REQUIRES A SEPARATE AGREEMENT);
3. LOGO INCLUDED ON THE WEBSITE;
4. ACKNOWLEDGEMENT IN SUMMIT'S OVERALL BROCHURE, WHICH INCLUDES MODERATORS' AND SPEAKERS' NAMES, HEADSHOTS, AND SHORT BIOS; AND

**BY ADDING THE EXHIBITOR TABLE, TOTAL: \$15,000**

# SCHOLARSHIPS & DONATIONS



## SCHOLARSHIPS

SUPPORT SICKLE CELL DISEASE (SCD) WARRIORS AND CAREGIVERS BY DONATING TO OUR [SCHOLARSHIP FUND](#)! YOUR GENEROSITY HELPS COVER THE \$1,200 COST OF ATTENDANCE, INCLUDING TICKETS AND LODGING, FOR THE SUMMIT. EMPOWER THOSE AFFECTED BY SCD WITH KNOWLEDGE, SUPPORT, AND COMMUNITY BY MAKING THIS LIFE-CHANGING EXPERIENCE ACCESSIBLE TO ALL.

## COMMUNITY SUPPORTERS & IN-KIND DONATIONS

COMMUNITY SUPPORTERS HAVE A HEART FOR GIVING BACK AND ARE COMPASSIONATE TOWARDS THOSE DIAGNOSED WITH SICKLE CELL DISEASE (SCD). WE NEED THE FOLLOWING SERVICES TO BE DONATED:

- COLOR PRINTING OF THE PROGRAM BROCHURE
- COLOR PRINTING OF OUR POSTCARDS, FLYERS, AND POSTERS
- PORTFOLIO BINDERS
- NAME BADGES
- CASES OF BOTTLED WATER
- TO NAME A FEW

## DONATIONS

OF COURSE, CAYENNE WELLNESS CENTER ACCEPTS MONETARY DONATIONS! ALL DONATIONS ARE TAX-DEDUCTIBLE.

HOW TO GIVE BY CHECK:

CAYENNE WELLNESS CENTER (CWC)  
RE: 17TH ANNUAL SCD EDU SUMMIT  
P.O. BOX 3856, GLENDALE, CA 91221

HOW TO GIVE ONLINE:

CLICK [DONATIONS](#).

QUESTIONS? PLEASE CONTACT ASHLEY HARRIS, MBA, CWC'S ACCOUNTANT, VIA EMAIL AT [ACCOUNTING@CAYENNEWELLNESS.ORG](mailto:ACCOUNTING@CAYENNEWELLNESS.ORG), AND/OR MARY ALCOCER, MSC, CWC'S PROGRAM MANAGER, AT [MARY@CAYENNEWELLNESS.ORG](mailto:MARY@CAYENNEWELLNESS.ORG).



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**THANK  
YOU**

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## **CONTACT**

**SUBJECT LINE: [SPONSORSHIP] 17TH ANNUAL SCD EDU SUMMIT**

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