



World Sickle Cell Day

June
19th
2026

**Closing the Survival Gap:
Equity in Sickle Cell Disease**



Virtual
24-hour
Sickle Cell Awareness and Action Event

ABOUT THE EVENT

One Global Community. 24 Hours.

This June 19, we are proud to host the **7th Annual World Sickle Cell Day Marathon**, bringing together one global community for a powerful **24-hour virtual event** in recognition of World Sickle Cell Awareness Day.

This year's theme:

Closing the Survival Gap: Equity in Sickle Cell Disease

For 24 hours, we will hear from patients, caregivers, advocates, healthcare professionals, researchers, and community leaders from around the world. **Real stories. Honest conversations. A shared commitment to change.**

This global event will center the voices of those directly impacted by sickle cell disease while highlighting the urgent need for equitable care, increased awareness, stronger support systems, and sustainable investment in the sickle cell community.

2025 at a glance:

420 Registered Attendees Global Representation

+

Global Voices

Patients, caregivers, advocates, and healthcare professionals sharing lived experience and expertise.

+

Health Equity

Conversations focused on access, quality care, survival, and systemic change.

+

Action-Oriented

A platform for education, advocacy, resources, and meaningful sponsor engagement.

Hosted by Cayenne Wellness Center in partnership with the Global Alliance of Sickle Cell Disease Organizations

WHY SPONSORSHIP MATTERS

Why This Matters

Sickle cell disease is one of the most common inherited blood disorders in the world, impacting individuals and families across countries, cultures, and generations, yet many still face barriers to timely diagnosis, quality healthcare, mental health support, treatment access, and essential community resources.

The **7th Annual World Sickle Cell Day Marathon** creates an opportunity for the global SCD community to participate, connect, and be heard, reminding us that because this is a global disease, our response must build global connections through shared stories, education, advocacy, and partnership to help close the medical, social, emotional, financial, and systemic survival gaps.

Event Goals

- Raise global awareness about sickle cell disease
- Highlight lived experiences of warriors and caregivers
- Promote equity in healthcare access and treatment
- Connect advocates, clinicians, researchers, and leaders
- Provide education and resources for families worldwide
- Create sponsor alignment with meaningful global impact

Audience and Reach

- Sickle cell warriors
- Caregivers and family members
- Healthcare professionals
- Researchers and public health leaders
- Advocates and nonprofit leaders
- Policy and civic leaders
- Corporate and philanthropic partners
- Global sickle cell organizations

Because this is a 24-hour virtual event, the program allows participation across multiple time zones and regions, including communities in the United States, Africa, the Caribbean, Europe, the Middle East, Australia, and Southeast Asia.



PREMIER SPONSORSHIP OPPORTUNITIES

Premier Sponsorship Opportunities

Sponsors receive mission alignment, brand visibility, and meaningful opportunities to engage with the global sickle cell community.

HERO SPONSOR \$35,000

Premier visibility and highest recognition throughout World Sickle Cell Day 2026.

- Presenting-level brand recognition
- Logo placement on all event materials
- Title banner recognition
- Banner placement on event webpage
- Social media recognition across Facebook, LinkedIn, and Instagram
- Digital advertising on social media
- Eight 30-second sponsor ad videos
- One-hour speaking opportunity
- Dedicated game or giveaway opportunity
- Vendor booth opportunity if platform allows
- Customized sponsor thank-you graphic

CHAMPION SPONSOR \$25,000

Major brand visibility and meaningful engagement throughout the global event.

- Prominent brand recognition
- Logo placement on event materials
- Social media recognition across Facebook, LinkedIn, and Instagram
- Digital advertising on social media
- Four 30-second sponsor ad videos
- Thirty-minute speaking opportunity
- Dedicated game or giveaway opportunity
- Recognition during event programming

ADVOCATE SPONSOR \$15,000

Mission-centered support for equity, awareness, and education.

- Brand recognition
- Logo placement on selected event materials
- Advertising recognition
- Social media recognition across Facebook, LinkedIn, and Instagram
- Two 30-second sponsor ad videos
- Dedicated game or giveaway opportunity
- Recognition during event programming

ADDITIONAL OPPORTUNITIES

Additional Ways to Partner

COMMUNITY SUPPORTER \$5,000

- Logo listed on event webpage
- Social media thank-you post
- Recognition during selected event segment
- Name/logo included in sponsor slide deck
- Opportunity to provide a digital resource or flyer

AWARENESS PARTNER \$2,500

- Name/logo listed on event webpage
- Social media thank-you mention
- Recognition in event sponsor listing
- Opportunity to provide a digital resource

In-Kind Sponsorships

In-kind sponsorships are welcome and may include technology support, event platform support, marketing and media support, graphic design, video production, giveaway items, digital resources, swag, professional services, and accessibility support such as captioning or translation.

Sponsor Impact

✓ **Production**
Virtual platform, run-of-show support, tech and staffing

✓ **Outreach**
Marketing, social media, advertising, partner engagement

✓ **Access**
Captioning, translation support, resources, and education

WHY PARTNER WITH US

Why Partner With Us

Your partnership is more than logo placement. It is an investment in health equity, patient voice, and the global movement to improve the lives of individuals and families impacted by sickle cell disease.



Align with a global health equity movement



Demonstrate commitment to underserved communities



Support patients, caregivers, and advocates



Increase visibility with healthcare and advocacy audiences



Amplify urgent conversations around sickle cell disease



Show public commitment to education and community-centered care

Become a Sponsor Today

We invite your organization to stand with us on June 19, 2026, as we unite the global sickle cell community for 24 hours of awareness, education, advocacy, and action. Together, we can help close the survival gap.

One voice. One story. One action at a time.

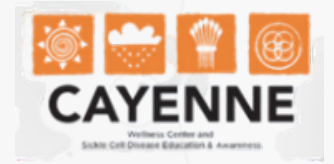
CONTACT

Subject Line: Sponsorship: 7th World Sickle Cell Day

Mary Alcocer, MSc

Program Manager

mary@cayennewellness.org | (626) 275-8838



SPONSORSHIP COMMITMENT

Sponsorship Commitment Form

Please complete this form to confirm your sponsorship commitment. A Cayenne Wellness Center representative will follow up with payment instructions and logo submission details.

Organization Name

Contact Person

Email

Phone

Mailing Address

Sponsorship Level

Hero Sponsor - \$35,000

Champion Sponsor - \$25,000

Advocate Sponsor - \$15,000

Community Supporter - \$5,000

Awareness Partner - \$2,500

In-Kind Sponsor

In-Kind Contribution Description

Authorized Signature

Date

Thank you for helping close the survival gap in sickle cell disease.