Hemophilia Association of the Capital Area
Funding Opportunities 2019

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Annual Family Education Day (March 30, 2019)
Exhibitor $2,500
This is the largest annual educational program for the chapter each year, with more than 100 attendees each year. Funders will be provided with one exhibit table and two chairs. Up to two representatives may participate. Exhibitors will be recognized via social media channels and in the HACA chapter newsletter. This year’s meeting will take place at Northern Virginia Community College in Annandale, VA.

Camp Youngblood at Camp Holiday Trails (July 7-12, 2019)
Angel $5,000
Guardian $3,000
Sponsor $2,500
Supporter $1,000
Friend $500
HACA campers attend Camp Youngblood with the Virginia Hemophilia Foundation, and HACA pays all expenses for campers to attend. Sponsors will be recognized in the HACA chapter newsletter. Sponsors also can volunteer at a booth on Carnival Night during the camp session (company representatives must be non-family members of campers).

vWD Education Event (July 13, 2019)
Exhibitor $1,500
This event will be geared specifically toward members with von Willebrand disease. There are limited spots available for exhibitors. Funders will be provided with one exhibit table and two chairs. Up to two representatives from your company may participate. Exhibitors will be recognized via social media channels, signage at the event and in the HACA chapter newsletter.

Chapter Picnic (August 18, 2019)
Sponsorship Any Amount
This family-friendly activity will take place at a local park and will feature games, food and other entertainment for HACA members. Sponsors will be recognized with signage, through social media channels and in the HACA newsletter.

Fall Festival and Walk (September 28, 2019)
Presenting $10,000
Platinum $7,500
Gold $5,000
Silver $2,500
Bronze     $1,000
Supporter  $500
Kilometer  $250

See page 7 for sponsorship benefits

**Education Event for Spanish-Speaking Members (November 16, 2019)**
Exhibitor     $1,500
This fall event features education programs presented in Spanish. There are limited spots available for exhibitors. Funders will be provided with one exhibit table and two chairs. Up to two representatives from your company may participate. Exhibitors will be recognized via social media channels, signage at the event and in the HACA chapter newsletter.

**Holiday Gathering (December 7, 2019)**
Sponsorship  Any Amount
This fun holiday event is a social gathering for HACA members. Funders will be provided with one cocktail round table for a small exhibit space. Limited space available; one company representative may attend. Sponsors will be recognized with signage, through social media channels and in the HACA newsletter.
EDUCATIONAL PROGRAMMING

Advocacy Dinner (November 2019)
Budget: $3,000
HACA has an annual fall advocacy dinner to provide members with an advocacy update and information on the next year’s advocacy training and visits with lawmakers.

Children’s Infusion Programming (February, June, and October 2019)
Budget: $3,000
This is a popular program that is held in conjunction with Children’s National Medical Center HTC to teach parents and children how to infuse.

Couples Workshop (May 2019)
Budget: $3,000
This daylong event will feature educational sessions especially targeted to couples in the bleeding disorders community.

Families of Young Children Programming (3 times per year)
Budget: $4,000
Programming for families that have a child under the age of 5 with a bleeding disorder.

Family Weekend at Camp Holiday Trails (April 2019)
Budget: $10,000
HACA families will enjoy a weekend of education and activities in conjunction with the Virginia Hemophilia Foundation.

Men’s Retreat (November 2019)
Budget: $3,000
HACA partners with the Virginia Hemophilia Foundation to provide a weekend for the men of the chapters that will feature education and networking.

Richmond Days Advocacy Training (January 2019)
Budget: $10,000
HACA partners with the Virginia Hemophilia Foundation to provide intensive advocacy training, as well as visits with state lawmakers, at the annual Richmond Days event.

Teen Programming (March, August and November 2019)
Budget: $5,000
HACA teens will participate in an advocacy program and a teen retreat and will be offered the opportunity to participate in our new Teen Task Force.

Spanish-language Education (2 times per year)
Programming for people whose primary language is Spanish. Contact Brenda Bordelon at director@hacacares.org to discuss planning an event.
vWD Programming (2 times per year)
Programming for people with von Willebrand disease, preferably as a daylong program. Contact Brenda Bordelon at director@hacacares.org to discuss planning an event.

Women’s Support Group (3 times per year)
Budget: $3,000
Programming for all women in the bleeding disorders community.

Women’s Retreat (Fall 2019)
Budget: $13,000
Weekend educational event for women. There are two funding levels: $2,000 – includes recognition on materials distributed at the event (including each participant’s room) and on signage; recognition on social media; and recognition in the chapter newsletter. $1,000 – includes recognition on signage; recognition on social media; and recognition in the chapter newsletter.
ADVERTISING WITH HACA

HACA NEWS CHAPTER NEWSLETTER

HACA’s newsletter is produced six times per year: February/March, April/May, June/July, August/September, October/November and December/January. We produce a digital newsletter. A PDF of each issue can also be found on the HACA website, where the links remain active for about two years. The cost of the ad includes a link to the company’s website.

Advertisers who sign up to advertise for all six issues receive a 25 percent discount.

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<th>Ad Size</th>
<th>Per Issue</th>
<th>All Six Issues</th>
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Ad dimensions:
- Full page: 7 ¼ x 10 inches
- Half-page: 7 ¼ x 5 inches
- Quarter-page: 3 ½ x 5 inches

MAILINGS

$1,000 plus postage cost

HACA offers companies the opportunity to have literature mailed to the membership. The company provides the mailing and we send from our office (we do not share mailing lists). Mailings can be broken down by diagnosis. If your company offers more than one product, each is counted as a separate mailing.

ONLINE AND SOCIAL MEDIA OPPORTUNITIES

Website Link - $3,500

Your company logo is linked for 12 months from the HACA industry page to your corporate website and the URL of your choice.

Banner Ad - $1,000 per month

Banner ads are available on the HACA website, www.HACAcares.org. Dimensions are 300 x 250.
Social Media Posts - $200 per post
One-time post of survey or ad information on HACA Facebook and Twitter accounts.

2019 Fall Festival & Walk Sponsor Opportunities
September 28, 2019, Lake Accotink Park, Springfield, VA

Presenting Sponsor $10,000
- Opportunity to have one branded dinner AND one branded mailing (company must pay postage)
- Logo prominently placed on the back of Walk T-shirts.
- Logo prominently displayed on Walk signage.
- Information booth at Walk
- Logo prominently displayed on the Walk website
- Logo recognition in HACA News before and after walk.

Platinum Sponsor $7,500
- Opportunity to have one branded dinner OR one branded mailing (company must pay postage)
- Logo prominently placed on the back of Walk T-shirts.
- Logo prominently displayed on Walk signage.
- Information booth at Walk
- Logo prominently displayed on the Walk website.
- Logo recognition in HACA News before and after walk.

Gold Sponsor $5,000
- Logo prominently placed on the back of Walk T-shirts.
- Information booth at Walk
- Logo prominently displayed on Walk signage.
- Logo displayed on the Walk website.
- Logo recognition in HACA News before and after walk.

Silver Sponsor $2,500
- Logo placed on the back of Walk T-shirts.
- Name placed on sign along Walk route.
- Logo displayed on Walk website.

Bronze Sponsor $1,000
- Logo placed on the back of Walk T-shirts.
- Name placed on sign along Walk route.
- Logo displayed on Walk website.

Supporter Sponsor $500
Hemophilia Association of the Capital Area  
Funding Opportunities 2019  
Pledge Response Form

DATE: ________________________

COMPANY: ________________________________________________________________

CONTACT NAME: ____________________________________________________________

EMAIL: ______________________ PHONE: _______________________

We agree to fund the following Hemophilia Association of the Capital Area projects: 

*Add pages if necessary*

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HACA     |    8136 Old Keene Mill Road, Suite A312   |  Springfield, VA 22152
703-352-7641   |  HACAcares.org
HACA will also provide additional documentation as needed and will go online to fill in applications as required by funders. As companies are different, please notify staff of specific requirements. Return to the address below, or email to director@hacacares.org.