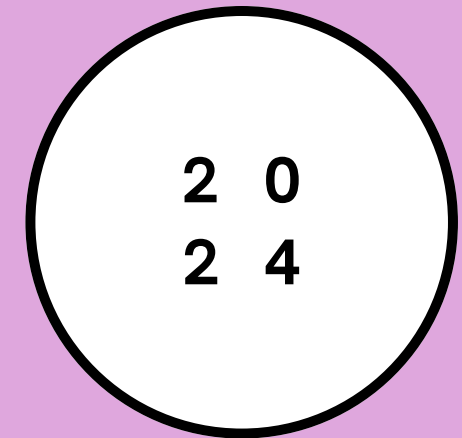




# Circle of Support

Annual Partnership Opportunities



# Who We Are

**Our vision is a world where those affected by lichen sclerosis are informed, educated, and get diagnosed early.**

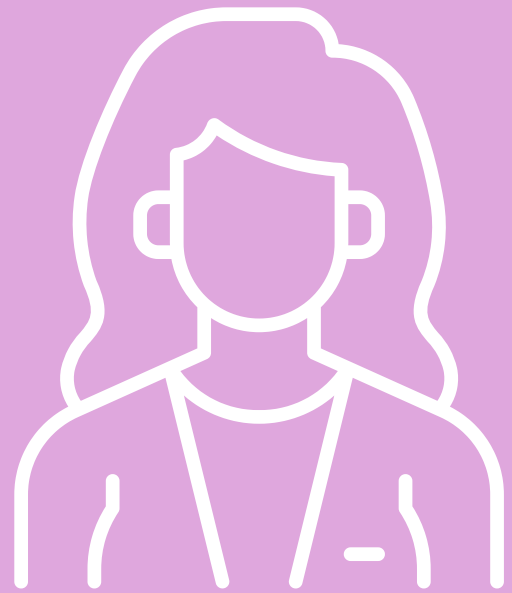
We are a 501(c)(3) organization whose mission is to empower people with lichen sclerosis by providing easy-to-understand evidence-based education and support so that they can go on to live their best life.

EIN #: 87-2172854

Formally established in 2021, the Lichen Sclerosis Support Network (LSSN) was created to assist the ecosystem of patients, providers, and allies of this serious, chronic progressive skin disease that affects as many as **1 in 70 people with vulvas.**

While lichen sclerosis (LS) is treatable and manageable, too many people are suffering in silence because of a lack of education and evidence-based treatment options.





# Who is the Lichen Sclerosus Support Network?

**We serve the mission of LSSN through two primary program areas:**

## Patients

- ◆ Wholistic Healing Summits: Live expert-led sessions to help patients learn to tackle LS from all aspects of life, including medical, mental, sexual, and dietary.
- ◆ Virtual Support Meetups: Biweekly peer-support-led virtual groups for LS patients to come together and get evidence-based education and support.
- ◆ Lichen Sclerosus Podcast: Research-based podcast to bring evidence-based information to patients through interviews and solo episodes.
- ◆ Provider Directory: A searchable, peer-generated directory of providers to help patients find quality care for LS.

## Providers

- ◆ Education and Coaching: Offer providers material and coaching on diagnosing, treating, and following up with LS patients to address one of the primary traumas of the disease. We do this through educational materials\* and in-person and online classes\*.

\* Planned for 2030.

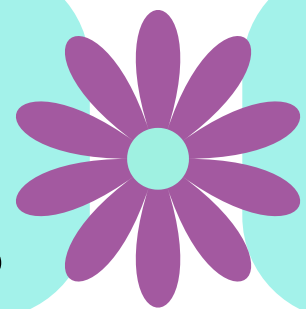


# Lichen Sclerosus Support Network

## Engaged Audience

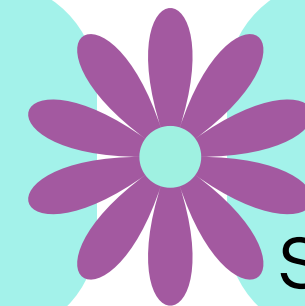
4,531

NEWSLETTER SUBSCRIBERS



50.8%

OPEN RATE

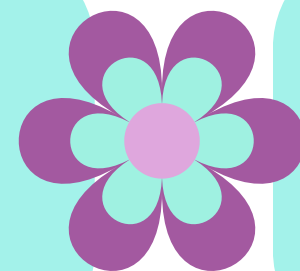


22,707

SOCIAL MEDIA SUBSCRIBERS

18,679

WEBSITE VISITORS PER MONTH



1,646

UNIQUE EVENT ATTENDEES IN 2023





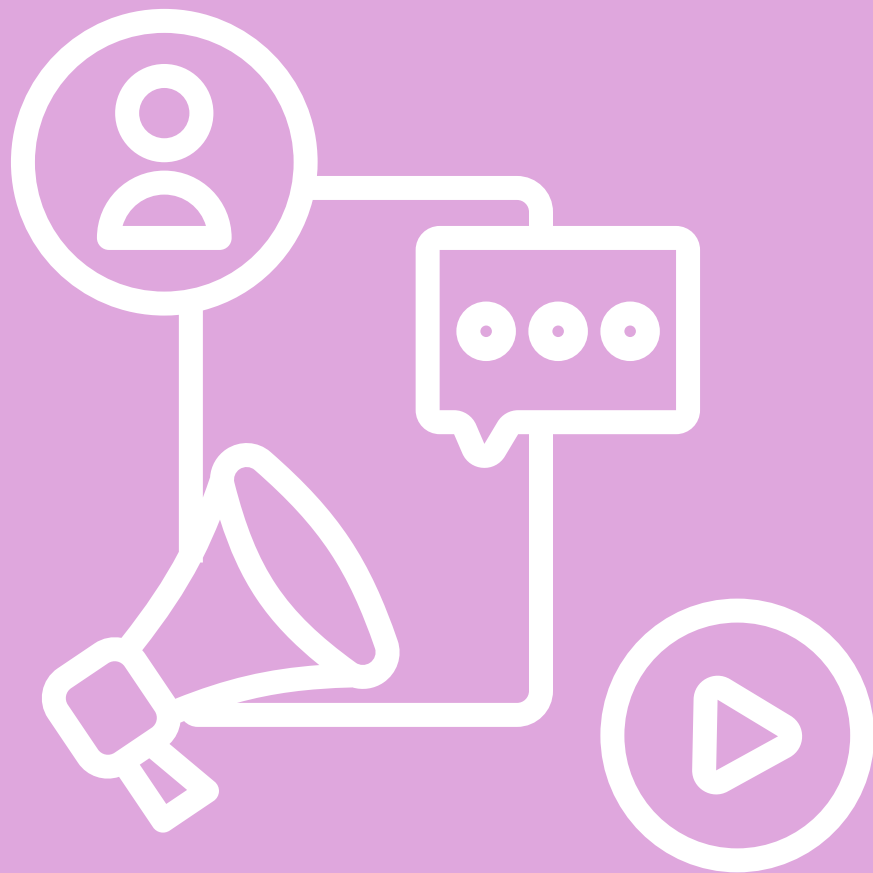
# Marketing Channels

## Lichen Sclerosis Support Network

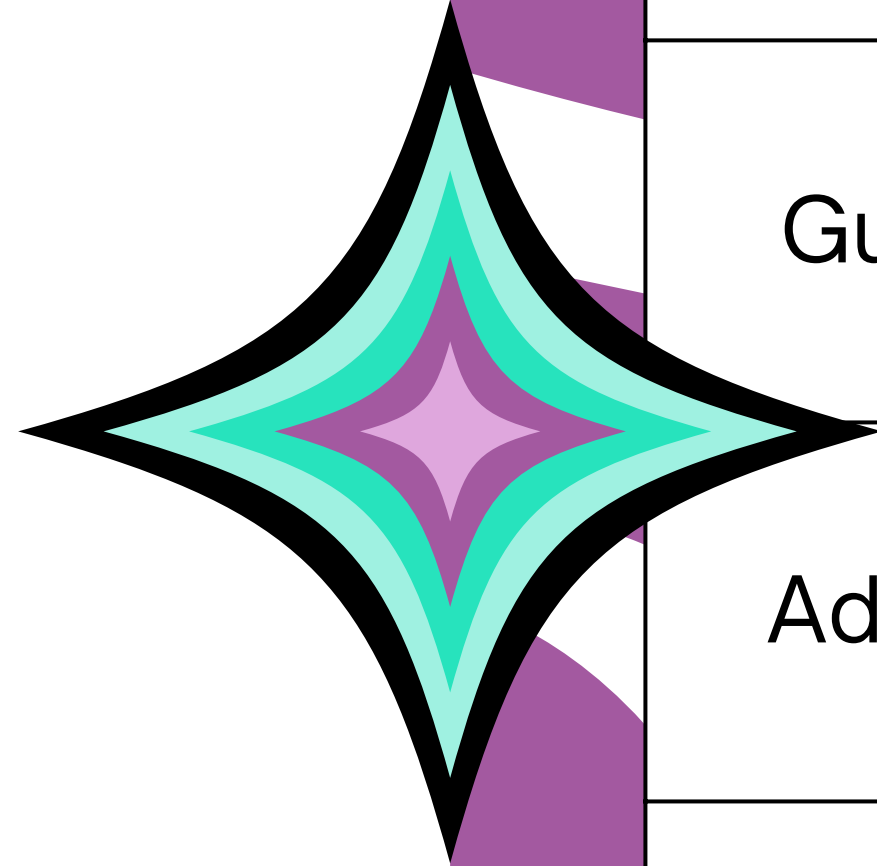
- ✦ Website • 222k+ Annual Visitors/18,000+ Monthly
- ✦ Instagram • 6,799+ Followers/8,065 Accounts Reached
- ✦ YouTube • 2,440+ Subscriber/8.5k Monthly Views
- ✦ Facebook • 1,943+ Followers
- ✦ Membership • 127 Members

## Lichen Sclerosis Podcast

- ✦ Instagram • 3,165+ Followers/8,722 monthly reach
- ✦ YouTube • 5,360+ Subscriber/8.0 Monthly views
- ✦ Podcast • 2,000+ Monthly Downloads



# Partnership Tiers



Champion Level

\$5,000

Guardian Level

\$2,500

Advocate Level

\$1,000

Friend Level

\$500

Explore the benefits and features of each partnership tier to find the best fit for your needs.

# Annual Benefits Quick View

Tier	Featured Video/Blog	Featured Marketing	Link In Blog	Event Sponsor	Marketing Mentions	Homepage /Resource Placement
Champion	✓	8 Email/16 SM	4 Posts	✓	All Newsletters/SM Posts	Premier
Guardian			2 Posts	✓	8 Email/8 SM	Second-Tier
Advocate				✓	4 Email/8 SM	Third-Tier
Friend					4 Email/4 SM	Fourth-Tier





# Champion Level

**\$5,000 - Only 3 available**

## Annual Benefits

- Reach a Dedicated Health & Wellness Audience with a Featured Video, Podcast, or Blog Post Produced by Us and Shared Across Our Channels.
- Strategic Product/Brand Link Integration in 4 Relevant Blog Posts
- Top-level Resource Placement or Inclusion in our Provider Directory\*
- 4 Social (8,729 Followers) & 2 Email (50.8% Open Rate) Quarterly Features to Connect with Our Supportive Community with Performance Reports
- Boost Brand Visibility with Social and Newsletter Mentions
- Reach Our 18,000 Monthly Visitors with Premier Homepage Placement
- Exclusive 'LSSN Champion Partner' Badge for website & social media

## Event Benefits

- Annual 'Wholistic Healing Summit' Champion Sponsorship (\$2,500 Value)
- Product Sample/Branded Item in 200 Event Swag Bags
- Dedicated Mention in Event Podcast/YouTube/Blog
- Full-Page Ad in Digital Event Guide (200 Estimated Downloads)
- Premium Logo Placement on Event Website
- Top-Billing in Pre-Roll Announcements for All Sessions 25+

\*Updated layout to be live by July 2024

\*\*Restrictions may apply, based on product size and suitability





# Guardian Level

\$2,500

## Annual Benefits

- Strategic Product/Brand Integration in 2 Relevant Posts Annually
- Reach Our 18,000 Monthly Visitors with Homepage Placement
- Boost Brand Visibility with Quarterly Mentions in 2 Newsletter (50.8% Open Rate) & 2 Social Posts (8,729 Followers)
- Second-level resource placement or inclusion in our provider directory\*
- Exclusive 'LSSN Guardian Partner' Badge for website & social media

## Event Benefits

- Annual 'Wholistic Healing Summit' Guardian Sponsorship (\$1,000 Value)
- Product Sample/Branded Item in 200 Event Swag Bags
- Dedicated Mention in Event Podcast/YouTube/Blog
- Half-Page Ad in Digital Event Guide (200 Estimated Downloads)
- Second Tier Logo Placement on Event Website
- Top-Billing in Pre-Roll Announcements for All Sessions 25+

\*Updated layout to be live by July 2024

\*\*Restrictions may apply, based on product size and suitability

# Advocate Level

**\$1,000**

## Annual Benefits

- Boost Brand Visibility with Quarterly Mentions in 1 Newsletter (50.8% Open Rate) & 2 Social Posts (8,729 Followers)
- Reach Our 18,000 Monthly Visitors with Third-Tier Homepage Placement
- Third-level resource placement or inclusion in our provider directory\*
- Exclusive 'LSSN Advocate Partner' Badge for website & social media

## Event Benefits

- Annual 'Wholistic Healing Summit' Advocate Sponsorship (\$500 Value)
- Product Sample/Branded Item in 200 Event Swag Bags
- Listing on Resources Page in Digital Event Guide (200 Estimated Downloads)
- Third-Tier Logo Placement on Event Website
- Mention in Pre-Roll Announcements for All Sessions 25+

\*Updated layout to be live by July 2024

\*\*Restrictions may apply, based on product size and suitability



# Friend Level

**\$500**

- Boost Brand Visibility with Quarterly Mentions in 1 Newsletter (50.8% Open Rate) & 1 Social Posts (8,729 Followers)
- Reach Our 18,000 Monthly Visitors with Fourth-Tier Homepage Placement
- Fourth-level resource placement or inclusion in our provider directory\*
- Exclusive 'LSSN Advocate Partner' Badge for website & social media

\*Updated layout to be live by July 2024

# Let's Grow Our Brands Together!

Ready to sign on? Visit

[lssupportnetwork.org/partners](http://lssupportnetwork.org/partners)

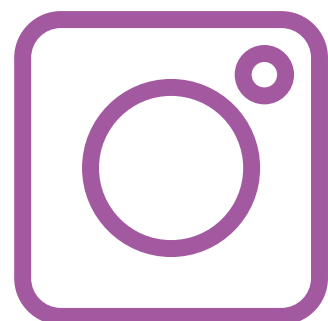
For questions please contact:

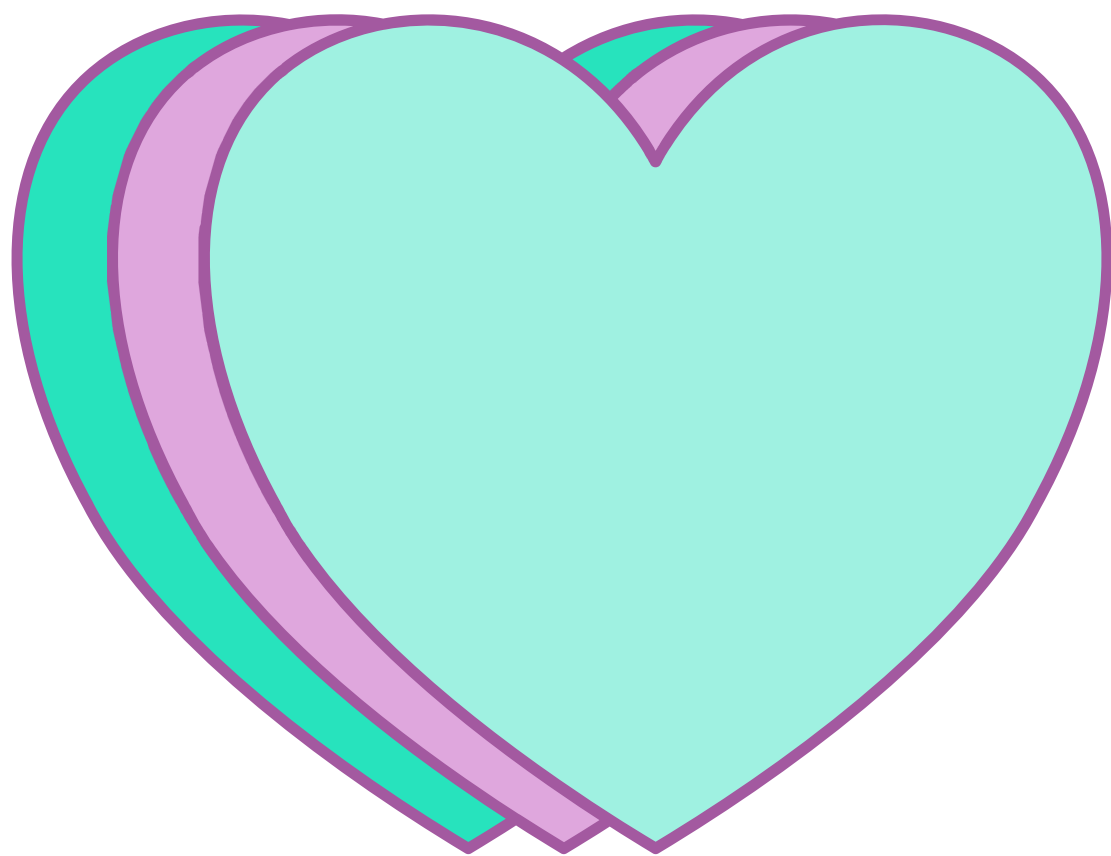
Christine Myers

[Christine.Myers@lssupportnetwork.org](mailto:Christine.Myers@lssupportnetwork.org)

[@lichensclerosussupportnetwork](#)

<http://lssupportnetwork.org>





**Thank you!**