



The Endometriosis Foundation of America's 12th Annual Blossom Ball

SPONSORSHIP DECK



THE ENDOMETRIOSIS FOUNDATION OF AMERICA'S ANNUAL BLOSSOM BALL

The annual Blossom Ball is a black-tie, red carpet fundraising event hosted by The Endometriosis Foundation of America (EndoFound) spotlighting endometriosis, a chronic disease that affects 200 million women and people born with a uterus globally and 1 in 10 women in the U.S. The event honors patient resilience, community support, and the dedication of the medical and research communities. Proceeds support ongoing initiatives to educate women, aiming to reduce the 7- to 10-year diagnosis delay and move us closer to discovering a cure.

Co-chaired by Ayesha Shand and Madeleine K. Rudin, this year's Blossom Ball will take place in the exquisite Gotham Hall in New York City and include a cocktail reception followed by a seated dinner, a musical performance, a live auction with professional auctioneer Harry Santa-Olalla, and an after-party with dancing.

This year's honoree and recipient of the 2024 Blossom Award is Australian TV personality and wildlife conservationist, Bindi Irwin. Past honorees include Halsey, Lena Dunham, Olivia Culpo, Corinne Foxx, Alaia Baldwin, Fran Drescher and Molly Qerim Rose.

For more information on the event please visit www.endofound.org/blossomball.



BINDI IRWIN 2024 Blossom Award Honoree

The Endometriosis Foundation of America proudly announces the 2024 Blossom Award honoree, Bindi Irwin.

“Welcoming Bindi as the first global Blossom Award honoree for EndoFound is poised to result in the early diagnosis of hundreds of thousands more women and adolescents. Bindi and her family's profound appreciation for life and nature, coupled with their unwavering commitment to its universal importance, are igniting a global endometriosis revolution. This movement underscores the vital role of early diagnosis in beating this disease,” said Tamer Seckin, MD, founder of the Endometriosis Foundation of America.

Bindi Irwin is a dedicated wildlife conservationist, who has inherited her parents' passion for protecting wildlife and wild places. She educates millions of people on the importance of protecting our natural world. Born to Wildlife Warriors Steve and Terri Irwin, Bindi is determined to carry on her father's legacy, and make a positive difference on the planet.



Sponsorships and Tiers

Diamond Presenting Sponsor: \$100,000

- Two (2) tables of 12 – Premium seating close to the stage
- Name and logo billed as Diamond Sponsor in all event-related materials, including
 - Red Carpet Step-and-Repeat
 - Mobile Bidding Auction platform
 - Press releases and EndoFound-generated stories
 - EndoTV interview with Diana Falzone
 - Press release and Blossom story on EndoFound's blog announcing the sponsorship
 - Social media: pinned social posts on all EndoFound social media platforms
 - Logo on EndoFound website
 - Signage at the event – logo presence in a high-profile location
 - Diamond Sponsor ad in the digital program - Inside front cover, back cover, or 2-piece center spread.
- Company recognition in welcome remarks.
- Customized PDF E-vite provided for your promotional usage



Sponsorships and Tiers

Platinum Patron: \$50,000

- One (1) table of 12 – Excellent seating with a clear view of the stage.
- Name and logo billed as Platinum Sponsor in all event-related materials, including
 - Press releases and EndoFound-generated stories
 - EndoTV interview with Diana Falzone
 - Press release and Blossom story on EndoFound's blog announcing the sponsorship
 - Social media: pinned social posts on all EndoFound social media platforms
 - Logo on EndoFound website
 - Signage at the event – logo presence in a high-profile location
- Platinum Sponsor ad in the digital program – 2 full page ads.
- Customized PDF E-vite provided for your promotional usage
- Verbal acknowledgment during the event program



Sponsorships and Tiers

Gold Benefactor: \$25,000

- One (1) table of 10 – Preferred seating in a good location.
- Name and logo in event-related materials, including the EndoFound website, and signage
- Gold Sponsor ad in the digital program – (1) full-page ad
- Two Social media posts on all EndoFound platforms
- Verbal acknowledgment during the event program

Silver Partner: \$15,000

- One (1) table of 10 – Standard seating with a decent view.
- Listing in all print and digital event materials
- Silver Sponsor ad in the digital program - one (1) half page ad



Blossom Ball honoree and actress Fran Drescher at the 10th Annual Blossom Ball

Individual Ticket Underwriting Options:

Partner Ticket: \$5000

- Four (4) tickets
- Listing on all digital materials and the EndoFound website
- Supporter ad in the digital program - (1) quarter page ad

Friend Ticket: \$2500

- Two (2) tickets
- Listing on digital materials and the EndoFound website

Individual Ticket: \$750

- One (1) ticket

After-Party 11 pm - 12 am: \$150

- One (1) ticket



Blossom Ball honoree and actress Corinne Foxx at the 11th Annual Blossom Ball

EndoFound's E-Journal

Discover the perfect platform to showcase your brand's commitment to health and wellness! Advertise in EndoFound's E-Journal, a premier publication capturing the essence of our impactful events, including the Blossom Ball, Patient Day, and International Medical Conference. By placing your ad, you gain exposure to a diverse audience interested in women's health and support EndoFound's vital mission. With listings active for an entire year and featured on our accessible website, your brand becomes part of a narrative dedicated to making a difference. Don't miss the opportunity – elevate your presence and join us in fostering awareness and advocacy.

E-Journal Ad Options

- Full Page Ad: \$10,000
- Half Page Ad: \$5000
- Quarter Page Ad: \$3000



Blossom Ball honoree and Grammy nominated artist Halsey at the 9th Annual Blossom Ball

Coverage Highlights

Blossom Ball has resulted in tens of billions of media impressions and coverage of the event is an annual staple in major U.S. media outlets.

THE WALL STREET JOURNAL.

A Foodie Raises Awareness

"Nobody wants to talk about what goes on down there," said "Top Chef" host Padma Lakshmi, explaining, in part, why there's so little awareness on the subject of endometriosis—a women's disease that affects about 176 million women and girls world-wide.



COSMOPOLITAN

Lena Dunham Gives Moving Speech About Her Illness: "Medical Research Is Misogynistic"

The *Girls* creator continues to raise awareness of endometriosis.



Last night, the Endometriosis Foundation of America honored Lena Dunham at the Eighth Annual Blossom Ball in New York. Lena has been open about her struggles with the illness, a health condition that occurs when uterine tissues grows in the ovaries, fallopian tubes, bladder, and intestines, where it can cause bleeding, inflammation, and scarring. In February, she canceled her press tour for the fifth season of *Girls* on doctor's orders and in March, she underwent surgery for a ruptured

VICE

Halsey Should Be the Speaker at Every Damn Function She Chooses

While being honored as an endometriosis spokesperson on Monday, she spoke honestly about her experience of living with the painful condition.



THE CUT

Read This Open Letter to Lena Dunham's Uterus



On Tuesday night, Lena Dunham accepted an award for her resilient uterus. She and Susan Sarandon, both endometriosis patients, were honored at the Endometriosis Foundation of America's annual Blossom Ball and recognized for raising awareness of the health issue.

MORNING HONEY

Olivia Culpo Reflects On Her Endometriosis Journey In Powerful Speech At 11th Annual Endometriosis Foundation Of America's Blossom Ball



Olivia Culpo reflected on what she's been through the last few years at Endometriosis Foundation of America's (EndoFound) 11th annual Blossom Ball in New York City on Monday, March 20.

abc NEWS

Bindi Irwin speaks out in new message after endometriosis surgery: 'I have a second chance at life'



Conservationist and TV personality Bindi Irwin is speaking out about her debilitating battle with endometriosis.

Just Jared JR.

Hailey Bieber Shows Her Support for Sister Alaia at Endometriosis Foundation Blossom Ball



E NEWS

Why Olivia Culpo and Padma Lakshmi Are Getting Candid About Their Journeys With Endometriosis

Padma Lakshmi and Olivia Culpo are sharing their experiences with endometriosis, including what they wish they knew before their diagnoses and their advice for others.



On behalf of the Endometriosis Foundation of America,
we thank you for your support.