

EndoFound invites your organization to join a movement



²⁰²⁷ *Blossom Ball*

March 8, 2027

Seeds of Change *Sponsorship Packet*

SIX MONTHS • ONE MOVEMENT • ONE EXTRAORDINARY IMPACT

A campaign for increased access to care, accelerated research, and greater awareness that will bloom at the Blossom Ball on March 8, 2027.

Change begins when each of us plants a seed.

BECAUSE NO ONE SHOULD WAIT YEARS TO BE HEARD

The wait has gone on long enough.

Endometriosis affects an estimated 200 million women and people born with a uterus worldwide, one in ten in the United States alone. And those are only the patients who have been diagnosed.

This is not a rare disease. It is one of the most common systemic diseases affecting women and girls, and for decades, endometriosis simply was not taught in medical school. That gap in training, not a lack of care, is why so many in this community have gone unheard for so long.

That delay is not distributed equally. Patients in Black, Latina, Indigenous, and low-income communities wait longer for diagnosis and are more likely to be misdiagnosed.



200M

Affected worldwide

1 in 10

Women in the U.S.

7–10 yrs

Average diagnostic delay

A six-month movement, not a single night.

- **OCTOBER 15, 2026 · MOSS, NY**

The campaign launches with an evening hosted by Elsie Hewitt, joined by Gracie Cashman and Lilah Pate. The earliest sponsors gather, alongside a charity auction.

- **OCTOBER 2026 – MARCH 2027**

The six-month campaign carries the movement forward, with sponsors highlighted throughout as the work takes root.

- **MARCH 8, 2027 · CIPRIANI 42ND STREET**

The 14th Annual Blossom Ball blooms into full effect, featuring both a charity auction and a silent auction.

- **THROUGH THE END OF MARCH**

Momentum continues through Endometriosis Awareness Month, closing out a full season of visibility and action.



Where the funding goes.



1

Change Access

STATE BY STATE

A focused initiative to tackle insurance barriers to endometriosis care, state by state, engaging policymakers, regulators, and insurers.

"Help us take the fight for coverage state by state."

2

Accelerate Research

A Research Accelerator Fund to move promising science to its next critical milestone: validation, larger studies, and treatment development.

"We want to help promising science get to women faster."

3

Greater Awareness

NATIONAL CAMPAIGN

A national PSA and awareness campaign reaching the millions living with symptoms who don't yet know endometriosis may be the cause.

"We can't help the millions who don't know what they're looking for."





Alexis Roderick Joel

2027 BLOSSOM AWARD HONOREE

Blossom Ball 2027 will honor Alexis Roderick Joel, who has long lived with endometriosis herself and has turned that experience into action.

Alexis has spent the past year serving as EndoFound's Chair of Advocacy, including time advocating on Capitol Hill on behalf of the endometriosis community.

She and her husband, Billy Joel, have committed their support to advancing endometriosis research and advocacy, reflecting the same spirit at the center of Seeds of Change: turning personal experience into change for millions still waiting to be heard.

Beyond the room at Cipriani.



The Blossom Ball will be livestreamed on EndoTV via YouTube, extending the evening well beyond the venue's guest list. We're encouraging supporters everywhere to host their own watch parties.

Because seating is limited by the room itself, the stream turns every sponsor's reach into something that isn't capped by a seat count.

● Livestream naming rights

“Livestream presented by [Sponsor]” with on-screen branding (Presenting Sponsor).

● A dedicated broadcast moment

A brand mention woven into the program, with logo rotation for Platinum and Gold sponsors.

● Branded watch-party toolkit

Stream link, run-of-show, signage, and a welcome video for any sponsor to host their own gathering.

● On-air shout-outs

Recognition during the broadcast for sponsors hosting watch parties, plus a listing in the digital program.



Blossom Ball's story so far.



Padma Lakshmi & Tamer Seckin, MD

EndoFound Co-Founders

For over a decade, the Blossom Ball has brought together honorees, advocates, and founders united by this cause. Coverage of the Ball has generated millions of impressions over the years, and video from past evenings, including honoree remarks and red carpet moments, is still being watched today, continuing to introduce new audiences to this cause long after the night itself.

A LEGACY OF IMPACT



Faces from past evenings.



Halsey

Past Blossom Ball Honoree • 2018



Olivia Culpo

Past Blossom Ball Honoree • 2023



Corinne Foxx

Past Blossom Ball Honoree • 2023

Shown here to reflect the Blossom Ball's history. Their inclusion does not imply confirmed attendance at Blossom Ball 2027.

Beyond the three seeds.

- **Landmark Research**

Into the causes, diagnostics, and treatment of endometriosis, with the world's leading scientific institutions.

- **The ENPOWR Program**

EndoFound's school-based education initiative reaching students before the 7-to-10-year diagnostic delay takes hold.

- **Patient Day & Medical Conference**

EndoFound's annual gathering of leading clinicians and the patients they serve.

- **EndoTV**

EndoFound's digital platform reaching patients globally with interviews and patient stories.

- **Federal & State Advocacy**

Work that has placed endometriosis on the U.S. policy map for the first time in the disease's history.



SPONSORSHIP OPPORTUNITIES

Choose your seat in the movement.

** The October 15 launch at Moss is an intimate Benefit Committee event, capped at ~60 guests. Presenting Sponsors receive two reserved seats; other levels receive recognition, with seating as available.*

	Presenting \$100,000 (x2)	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Table \$10,000
Tables of 10	Three	Two	One	One	One
Welcome Cocktail access	✓	✓	✓	✓	✓
Oct 15 launch recognition	✓ + 2 seats*	✓ *	✓ *	✓ *	✓ *
Website window (Oct–Mar)	Top + 1 yr	Featured	Featured	Listed	—
Digital program ad	Premium spread	Two full-page	One full-page	Half-page	—
Auction underwriting	—	—	Silent Auction	—	—
EndoTV livestream logo	Naming rights	Rotation	Rotation	—	—



Presenting Sponsors

\$100,000 — limited to two

The defining partnership of the evening, and of the six-month movement that leads to it. Limited to two organizations, so this remains the top of the house rather than an open-ended tier.

- Three tables of 10, premium seating closest to the stage
- Private VIP reception with honorees, leadership, and special guests
- VIP check-in experience for your full party
- Presenting Sponsor recognition at the October 15 launch, including signage, a verbal mention, and two reserved seats
- Red carpet step-and-repeat and high-profile event signage
- Dedicated EndoTV interview with host Diana Falzone, plus a dedicated blog feature
- Livestream naming rights: “Livestream presented by [Sponsor]” on the EndoTV broadcast
- Logo on EndoFound website for one full year, with top placement Oct 2026 – March 2027
- Dedicated sponsor spotlight email to EndoFound's full subscriber list
- Premium digital program ad, company recognition in welcome remarks, and a branded watch-party toolkit

Platinum Sponsor

\$50,000

Underwrite the evening's opening moment: the Welcome Cocktail reception, where guests, press, and honorees first gather, and where the tone of the night is set.

- Two tables of 10, excellent seating with a clear view of the stage
- VIP check-in experience
- Underwriter of the Welcome Cocktail Pre-reception
- On-site recognition at the October 15 launch at Moss, including signage and a mention in the evening's remarks
- Branded watch-party toolkit for hosting your own viewing event
- All press releases and EndoFound stories, published on an ongoing basis Oct 2026 – March 2027
- Dedicated EndoTV interview with Diana Falzone, plus a dedicated blog feature
- Logo on EndoFound website, featured Oct 2026 – March 2027, and inclusion in the sponsor recognition email
- Logo rotation during the EndoTV livestream broadcast on YouTube
- Two full-page digital program ads, a customized PDF e-vite, and verbal acknowledgment during the program



Gold Sponsor

\$25,000

Underwrite the Silent Auction, one of the most engaged and widely photographed moments of the evening, and a centerpiece of the night's fundraising.

- One table of 10
- Access to the Welcome Cocktail Pre-reception
- On-site recognition at the October 15 launch at Moss, including signage
- Underwriter of the Silent Auction
- Gold Sponsor positioning on event materials, website, and signage, Oct 2026 – March 2027
- Story mention in EndoFound's ongoing press and social coverage of the campaign
- Inclusion in EndoFound's sponsor recognition email, plus logo rotation during the EndoTV livestream
- One full-page digital program ad, two social media posts, and verbal acknowledgment during the program

SPONSORSHIP TIER

Silver Sponsor

\$15,000

A meaningful presence at the heart of the evening, with visibility across the Blossom Ball's print and digital footprint.

- One table of 10
- Access to the Welcome Cocktail Pre-reception
- Recognition at the October 15 launch at MossListing in all print and digital materials, including the website, Oct 2026 – March 2027
- Mention in EndoFound's campaign email updates
- Access to the watch-party toolkit, plus one half-page digital program ad

Table Sponsor

\$10,000

A seat at the table, and a place in the story.

- One table of 10
- Access to the Welcome Cocktail Pre-reception
- Recognition as part of the October 15 launch at Moss
- Name listed on the EndoFound website, Oct 2026 – March 2027



Unable to fill your table? Consider donating any unused seats back to EndoFound so that patients, advocates, and young researchers may attend.

In the room, without a full table.

Partner Ticket

\$5,000

Four tickets, pre-reception access for four, listing across digital materials, quarter-page ad.

Friend Ticket

\$2,500

Two tickets, pre-reception access for two, listing on digital materials and website.

Individual VIP Ticket

\$1,000

One ticket with Welcome Cocktail Pre-reception access.

Individual Ticket

\$850

One ticket to the Blossom Ball.

A keepsake with a year-long reach.



The Digital Program lives on EndoFound's website for a full year, reaching a global audience of patients, clinicians, researchers, and advocates. It also accompanies Patient Day and the International Medical Conference, extending your brand across EndoFound's full event calendar.

Full Page Ad	\$3,500
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Half Page Ad	\$2,500
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Quarter Page Ad	\$1,500
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Ad submission: email camera-ready copy to ejournal@endofound.org. All submitted ads must comply with applicable laws and EndoFound's editorial standards.

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 tissue 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



ENEWS

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 diagnosis and their advice for others.





The patients are not waiting anymore.

Neither should you.

The question is no longer whether endometriosis deserves attention. The question is who will work with us to fund what comes next.

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Or complete the commitment form on the following page.

PURCHASE TABLE

