

MTS SICKLE CELL FOUNDATION, INC. TO RUN BILLBOARD ADVERTISEMENT IN HONOR OF WORLD SICKLE CELL DAY

Atlanta, GA – In partnership with CRISPR Therapeutics, MTS Sickle Cell Foundation, Inc., a nonprofit organization founded in 2015, will run a billboard advertisement on I-75 as part of its efforts to raise awareness about sickle cell disease for June 19th, World Sickle Cell Day.

The advertisement will run from **Monday, May 24th to Sunday, June 20th, 2021 on Interstate 75, Northbound located at Exit 233 Morrow/Lake City**. Every year, the foundation takes this opportunity to create a campaign surrounding bringing awareness to Sickle Cell Disease and the issues faced by the Sickle Cell Disease community. This year, the awareness campaign will feature prominent members of the community helping to amplify its messaging.

The advertisement will be seen by over 1.6 Million viewers during its 4 week run.

“The Foundation’s billboard advertisements have become an important initiative to bring much needed awareness of Sickle Cell Disease and I am very grateful for the support of our sponsors, like CRISPR Therapeutics, who have helped make this possible. The cause is a very worthy one. Sickle cell disease needs a lot of awareness and families who are affected by this disease need a lot of support,” says **Mapillar Dahn, Founder of MTS Sickle Cell Foundation**.



ABOUT MTS SICKLE CELL FOUNDATION, INC.



Inspired by her three daughters who battle sickle cell disease, Mapillar Dahn founded MTS Sickle Cell Foundation, Inc., a non-profit organization, to bring awareness to sickle cell disease and provide support to families affected by SCD. Since its inception in November of 2015, the foundation has hosted photo shoots for sickle cell families, sponsored over 100 children battling sickle cell disease to a week-long summer camp, prevented families from being evicted and or getting back vital utilities, hosts its annual kickball tournament to bring awareness to sickle cell disease, hosts awareness step-a-thons, conducts outreach visits to sickle cell

patients who were hospitalized, provides educational material for awareness events, provides parking passes and food vouchers for sickle cell families at Children's Healthcare of Atlanta, attends health fairs to spread sickle cell awareness, sends birthday presents to sickle cell patients all over the United States, provides financial assistance to families, hosts its annual holiday breakfast and toys giveaway, and more.

For more information on the foundation's annual billboard advertising initiative, or to find out how you can make a difference in the lives of sickle cell families, please contact Mapillar Dahn at 404-925-4369 or email: mapillar@mythreesicklers.org.



**SICKLE CELL
AWARENESS**
SUPPORT ◉ EDUCATE ◉ ADVOCATE

SPONSORSHIP OPPORTUNITIES

Billboard Run Date: May 24, 2021 to June 20, 2021

For more information: Mapillar Dahn, (404) 925-4369

unavailable

~~Presenting Sponsor \$1,000 ***EXCLUSIVE***~~

- Recognition as presenting sponsor. [Ex. ... Billboard Advertising Initiative in Partnership with (company's name)]
- Logo prominently displayed on billboard ads
- Opportunity to collaborate with 1 slide's messaging (must be relevant to Sickle Cell Awareness).
- Logo (with link) prominently displayed on Foundation's partner page on website
- Business mentions on social media

General Sponsor \$500 ***MULTIPLE***

- Logo prominently displayed on billboard ads
- Logo (with link) prominently displayed on Foundation's partner page on website
- Business mentions on social media

Beginning Sponsor \$250 ***MULTIPLE***

- Logo (with link) prominently displayed on Foundation's partner page on website
- Business mentions on social media



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Organization Name: _____

Primary Contact: _____

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PLEASE SELECT YOUR SPONSORSHIP LEVEL:

~~Presenting Sponsor \$1,000 ***EXCLUSIVE***~~

General Sponsor \$500 ***MULTIPLE***

Beginning Sponsor \$250 ***MULTIPLE***

TOTAL CONTRIBUTION: \$ _____

PAYMENT OPTIONS:

Mail (please see information below)

Please send an invoice. Email: _____

Pay online at www.mythreesicklers.org/donate/ (select World Sickle Cell Day Billboard Sponsorship from the dropdown menu when asked "Please direct my donation to")

MAKE CHECKS PAYABLE TO:

MTS Sickle Cell Foundation, Inc.
11030 Genova Terrace
Hampton, GA 30228

MTS Sickle Cell Foundation, Inc. is a 501(c)(3) tax exempt organization and offers no goods or services in exchange for this contribution, so your gift is fully tax-deductible to the fullest extent allowed by law. Please see your tax professional for details. Our tax ID# is 47-4594496.

SIGNATURE: _____