



2025 SPONSORSHIP OPPORTUNITIES



For sponsorship opportunities or more information, please contact:

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#RAREDISEASEDAY | rarediseaseday.us



WHAT IS RARE DISEASE DAY?

Rare Disease Day® (RDD) is an annual awareness day, held on the last day in February. This important celebration provides a platform for individuals, families, organizations, companies, and communities to raise awareness of rare disease amongst the public and shine a light on the challenges that people living with those rare diseases face. As the official US sponsor of RDD, NORD acts as part of a global Steering Committee. NORD complements the international theme of health equity by sharing diverse patient stories – including the challenges they face with access, treatment, and care – throughout our activities, social media channels, and communication strategies.

One out of every 10 Americans is living with a rare disease. Worldwide, there are 300 million+ people with rare diseases. The average diagnosis can take six years and require up to 12 specialists and extensive medical testing. This can lead to delays in care and, in some cases, irreversible disease progression. Since patient populations are small and geographically dispersed, there are few medical experts, and experience in these diseases is siloed and challenging to organize. Many families become isolated, left on an exhaustive journey to find a diagnosis and fund a cure on their own. It doesn't have to be that way.

This rare disease day, join us in showing your support for the rare disease community. Alone we are rare. Together we are strong.®

The National Organization for Rare Disorders (NORD) is the trusted voice of the more than 30 million Americans living with a rare disease. We advocate for research and cures, drive policy to advance meaningful change, provide financial assistance to patients, and engage hundreds of disease-specific nonprofits created by and for these isolated communities. Since 1983, NORD® has been a steadfast partner helping those who battle and care for rare diseases feel seen, heard, supported and connected. Central to our mission is empowering patients. We enable, energize, and inspire individuals and advocates to be forces for positive change. Our motto is "Alone we are rare. Together we are strong." We are proud to be the official U.S. partner for Rare Disease Day. We invite you to read on to learn how to **#ShowYourStripes in support of those with a rare disease.**



OBJECTIVES FOR RARE DISEASE DAY 2025

As the only official US sponsor of Rare Disease Day®, the National Organization for Rare Disorders (NORD®) has set the following objectives for this year's campaign:



INCREASE AWARENESS

of rare diseases through campaigns and activities taking place across the country, media outreach and interviews, and by amplifying patient stories. We will:

- Leverage our social media channels to amplify RDD education and activities led by our community.
- Provide classroom resources for students of all ages, and resources for workplace engagement.
- Promote the Global Chain of Lights and national landmarks that are lighting up in solidarity.
- Encourage rare community members and allies to wear stripes and post their selfies to social media using #RareDiseaseDay and #ShowYourStripes.



EMPOWER ADVOCATES

to raise the profile of rare diseases by learning more about the issues affecting patients in their state or region. Activities include:

- Rare Action Network Ambassadors, Rare Disease Advisory Councils and beyond in NORD-led lobby days and state house events to discuss issues of concern to each state's rare disease community. To date, events are planned in New York, Vermont, Arizona, Oklahoma, and Florida.
- Engage local advocates and hold a reception for patient advocacy organizations in Washington, DC to meet and network in advance of the FDA and NIH Rare Disease Day events.
- Employ resources that explain rare disease advocacy and policy.
- Promote actionable opportunities for people to engage in policy conversations.
- Mobilize individuals to participate in research that will give a voice to the challenges they face.



ACTIVATE THE RARE DISEASE COMMUNITY

to #ShowtheirStripes in their homes, schools, businesses, and communities to raise local awareness of rare disease and educate their families, friends, neighbors, colleagues, and peers. Activities include:

- Mobilize the 60+ Students for Rare chapters at high schools, colleges, and medical schools to hold educational and awareness events for audiences of students and faculty that highlight the unique challenges faced by the rare community and their role in ensuring more attention, research and advancement for rare diseases in the future.
- Facilitate a virtual grand rounds event for NORD Rare Disease Centers of Excellence (RD CoEs) in conjunction with Rare Disease Day to engage healthcare professionals from around the country in topical, hands-on discussions about research and care.



2025 RARE DISEASE DAY US SPONSORSHIP OPPORTUNITIES

Rare Disease Day provides a highly visible opportunity to emphasize your company's commitment to the rare disease community. Sponsorship of NORD's campaign and activities offer exclusive promotional branding, media, and marketing opportunities.

SPONSORSHIP LEVELS	GOLD	SILVER	BRONZE	CAMPAIGN SUPPORTER
	\$50,000	\$25,000	\$15,000	\$7,500
BRANDING BENEFITS				
Logo recognition and option to attend Harvard's Rare Disease Hackathon	X			
Support Virtual Grand Rounds at NORD Rare Disease Centers of Excellence to engage healthcare professionals across the country.	X			
Featured recognition by NORD on LinkedIn	3 mentions	2 mentions	1 mention	
Quote from a C-Suite executive from the company featured in NORD's social media campaign	X			
Opportunity for a NORD speaker as part of the company's RDD activities	X	X		
Pre-recorded video message from NORD to be shared via NORD for internal company use	X	X		
Company recognition at RDD events and webinars, including Rare Action Network and Students for Rare events	X	X	X	
Social media share of company Show Your Stripes activity	X	X	X	
Logo inclusion on: - RDD email communications - Wrap-up campaign email - RDD US website (w/ company link)	X	X	X	X

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Logos must be received by 2/3/2025 in order to ensure inclusion on printed collateral. Vector art needed (Adobe Illustrator or EPS files), or high-res JPEGs at 300dpi.

**Based on availability and event date. NORD reserves the right to assign staff member.*



THANK YOU TO OUR 2024 SPONSORS

SILVER SPONSORS



BRONZE SPONSORS



CAMPAIGN SUPPORTERS

