



BLAZING TRAILS NASHVILLE 2025



National Conference April 4 - 6

2025 Sponsorship Opportunities

See sponsorship benefits on page 3

- | | |
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| <input type="checkbox"/> \$50,000 Platinum Sponsor | <input type="checkbox"/> \$5,000 Bronze Sponsor |
| <input type="checkbox"/> \$25,000 Gold Sponsor | <input type="checkbox"/> \$2,500 Champion Sponsor |
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Largest assembly of patients living with scarring alopecia.

The conference creates an invaluable space for pharmaceutical and industry partners, patients, and SAF leadership to come together in meaningful collaboration, navigating the exciting opportunities that lie ahead. Recent milestones, such as FDA-approved treatments for alopecia areata, a surge in clinical interest and successful JAKi trials for scarring alopecia, a growing patient population, and the strength of a unified patient advocacy organization, provide the perfect backdrop to propel research and therapies forward.

There are countless numbers of underserved patients suffer from scarring alopecia, a group of permanent, inflammatory hair loss conditions with limited treatment options. This disorder is often underrecognized by physicians, making it challenging to diagnose and manage. Currently, there is no cure or FDA-approved treatment for scarring alopecia. Treatment strategies vary based on disease severity, with commonly prescribed options including topical anti-inflammatories,

steroid injections, and antibiotics. In more severe cases, off-label use of immunosuppressants is common. Dermatologists have reported a notable rise in scarring alopecia cases in recent years, though the cause of this increase remains unclear. Unlike other forms of alopecia, scarring alopecia permanently destroys hair follicles, leading to irreversible hair loss, often accompanied by pain, burning, and itching.



Partner with patients for shared success by improving lives, communities, and your brand.

Patient Facts*

8459 Patient Members

- 33% - Frontal Fibrosing Alopecia
- 31% - Lichen Planopilaris
- 28% - Central Centrifugal Cicatricial Alopecia
- 9% - All Other Types



30% of CCCA, FFA, and LPP patients are currently not receiving treatment for their hair loss.



Currently, 20% of patients with FFA and LPP are taking 4-6 medications to address their hair loss.

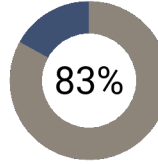


38% of CCCA patients do not use any medications for their hair loss.



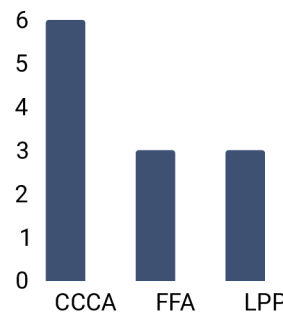
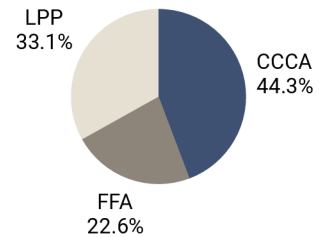
On average, only 22% of CCCA, FFA, and LPP patients express satisfaction with the treatment prescribed for their hair loss.

*Data from CAPAIR Survey



83% of CCCA, FFA, and LPP patients have either experienced sadness or anxiety because of their hair loss.

Spend a monthly budget of \$100 to \$500 for treatment costs.



Average Number of Years to Receive a Diagnosis after Noticing Hair Loss

SAF's national conference connects individuals with scarring alopecia to both medical experts and fellow patients, offering guidance on managing the disease's complex medical aspects. Beyond that, it provides a supportive space to address the psychosocial challenges many face, such as embarrassment, fear, isolation, and anxiety. SAF's membership has grown by 3000 members since our last conference six years ago, so the expected attendance for Nashville is 300 patients.

Direct Connection with Scarring Alopecia Patients

Connect with a diverse, growing community, including African American patients with CCCA.

Gain Recognition Across Key Groups

Position your brand in front of an influential audience, including patients, healthcare providers, and industry leaders.

Exclusive Access and Engagement Opportunities

Receive VIP access to the conference, fostering direct engagement with SAF leadership and opportunities for future collaboration.

High-Profile Visibility Across Digital Platforms

Sponsorship will be prominently featured on our website, and across social media channels, reaching millions of potential impressions.

Invaluable Insights into the Patient Journey

Attend two patient perspective panels exploring the medical and psychosocial aspects of the scarring alopecia experience.

Brand Awareness and Philanthropic Leadership

Showcase your commitment by aligning with SAF, the only scarring alopecia advocacy group, and strengthen your brand in healthcare and patient advocacy.



2025 Sponsorship Level Benefits

BENEFITS	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000	Champion \$2,500	Donor
Company logo & link on conference landing page	✓	✓				
Name placement on conference landing page			✓	✓	✓	✓
Recognition in all or select conference emails	Logo/All	Name / Select	Name / Select	Name / Select		
Recognition from stage during conference	✓	✓	✓	✓		
Logo recognition on on-site conference sign	✓	✓	✓	✓	✓	
Complimentary conference registrations	6	4	2	2	1	
Posts on all SAF social channels highlighting sponsorship	6	4	3	2	1	
Recognition in thank you post on all social media channels	✓	✓	✓	✓	✓	✓
Co-branded collateral promo items for attendees	✓	✓	✓			
Company Table in Ballroom Foyer	8'	8'	6'	6'	6'	
Insertion of company materials in attendee bags	✓	✓	✓	✓	✓	
Page in conference program	Full	Half	Quarter	Quarter	Mention	Mention
Recognition at monthly support meetups with 100 patients.	✓	✓	✓	✓	✓	✓

Contact Jean Pickford, Executive Director, to confirm your sponsorship or to discuss custom engagement at jp@scarringalopecia.org.